

# MODERN PACKAGING



IS YOUR PACKAGE IN STEP  
WITH THE "Counter to Cupboard"  
PARADE



DOES IT MOVE, OR STAND ON THE  
SIDELINES AS OTHERS GO BY?

IF YOU ARE MORE INTERESTED IN GAINING  
SALES DOLLARS — THAN IN SAVING  
PACKAGE PENNIES — WE WOULD BE GLAD  
TO OFFER EXPERT SUGGESTION AND ADVICE  
ON PLACING YOUR PRODUCT PROMINENTLY  
IN THE HOMEWARD PROCESSION.

**BROOKS & PORTER INC.**

*Creators and Manufacturers of Folding  
Cartons, Counters and Window Displays*

304 HUDSON STREET

NEW YORK, N. Y.





# IT'S YOUR MOVE!

An open letter addressed to a famous bottler of liquors and still wines, who, for one reason or another, has delayed the adoption of a modern closure for his packages.

YOU are still using antiquated and inefficient closures for your bottles. You continue to delay the adoption of a modern closure although you admit they are more attractive, dependable and convenient.

Is it because you think you can't justify their slight additional cost?

Is it because you are afraid to alter the appearance of your package?

Is it because your organization is so cluttered up with boards, committees and rules that you can't move without consulting six or seven men?

Or, is it because you don't like to admit you were wrong in the beginning?

Yet, each month or so, a new competitor or two comes into your once tightly closed field. And, you see business which is rightfully yours, slipping away.

You formulate new merchandising schemes . . . you call in your salesmen in an effort to pep them up . . . you increase your advertising appropriation. Or, perhaps, you become reconciled to the loss.

Is it possible that the closure you are using might be ever so slightly responsible?

If you really thought so, you wouldn't worry about the slight additional cost . . . or the change in the appearance of your package.

And, if a lazy committee was in the way, you'd find a way around. You'd even admit you were wrong in the beginning . . . wouldn't you?

When business is slipping away, it is wise to consider everything . . . don't overlook the closure for your packages.

**It's your move!**

## PHOENIX METAL CAP CO.

### METAL CAPS FOR GLASS PACKAGES

OFFICES: CHICAGO, 2444 West Sixteenth Street; BROOKLYN, 3720 Fourteenth Avenue; PHILADELPHIA, 1601 Fox Theatre Building; BOSTON, 131 State Street; CLEVELAND, 1109 Guardian Building; CINCINNATI, 607 American Building; BALTIMORE, 311 Keyser Building; ST. LOUIS, 411 North Tenth Street; SAN FRANCISCO, 200 Davis Street; LOS ANGELES, 765 Stanford Avenue



# MODERN PACKAGING



Feb 10 1935  
SEPTEMBER 1934 • VOL. 8 • NUMBER 1

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Manager. WILLIAM HANDLEY—Special Representative.



## Contents



The photograph reproduced in color on the front cover was supplied by United States Printing & Lithographing Company. This pictures a selection of the labels used on the coffee packages of the Ryan Coffee Corporation. Be sure to read the interesting article, describing the processes and packaging of this company's product—on page 41.

There is still a goodly supply of entry blanks for the 1934 All-America Package Competition. The one sent you with your August copy may not be sufficient—and already we have commenced to receive "multiple" entries. Better send in your 1934 packages now—it will make it easier for the Post Office—there's the Christmas rush coming!

The Materials of Packaging.....	33
No. 1. Glazed and Fancy Papers.....	
A Sales Stimulant for Rugs.....	40
By Marcy Babbitt.....	
From Bean to Beverage.....	41
The New Vogue for Wood Veneers.....	57
Combines Modern Approach with American Tradition.....	58
Reusable—For Building Additional Sales.....	60
By R. W. Drummond.....	
Editorially Speaking.....	62
Here and There in the Packaging Industry.....	64
Open Display Polishes Up Sales and New Markets.....	68
By Edward Thompson.....	
Promotion Plan for Mayonnaise Sales Originates with New Designs.....	70
Planning for Household as Well as Grocery Shelf Acceptance.....	72
Two Wedding Rings for Every Bride.....	75
Package Identification and Protection.....	76
By Waldon Favcett.....	
Machinery—Supplies.....	78
Index to Advertisers.....	96

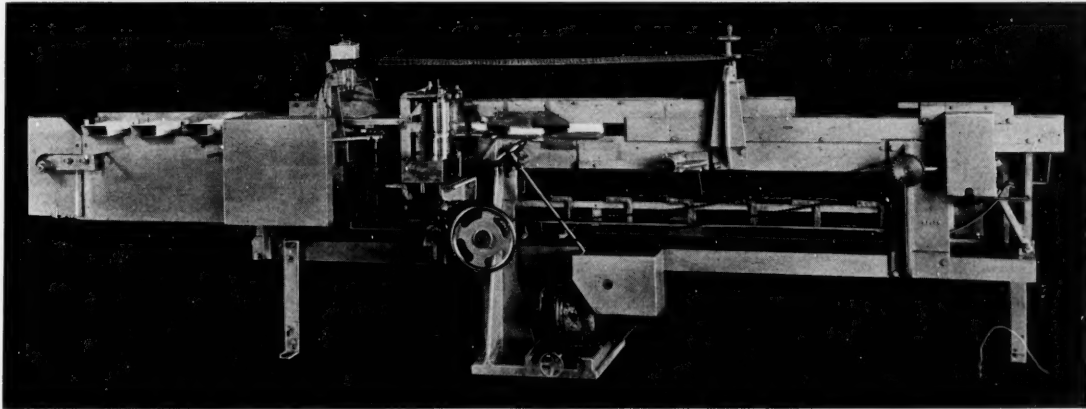
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# REDINGTON Announces A New Adjustable Single Unit **CARTON SEALER**



## High Speed—Quickly Adjustable

This announcement, we believe, will be of vital interest to many producers of products merchandised in glued-end cartons, where the product is of a solid or semi-solid nature. The obvious advantages of a carton, the top and bottom of which are closed by gluing the end flaps, have not been heretofore available to many manufacturers because of the prohibitive cost of gluing cartons by hand. Machinery for accomplishing this was usually found out of question because its special nature made its cost prohibitive.

BUT—The Kimberly-Clark Corporation no longer have this vexing problem. New REDINGTON Adjustable Carton Sealers are handling all of the many sizes of Kleenex cartons and other famous Kimberly-Clark products at high speed. Their machines will handle cartons that vary in size from

3-7/8" to 15" in length; 3/4" to 4" in thickness; and 3/4" to 5-1/2" in width. The New REDINGTON Carton Sealer is immediately and easily adjustable between these limits. The tops and bottoms of cartons are double sealed simultaneously, making a perfectly square seal. Because they are standard, therefore manufactured in groups, the cost is reasonable.

Another of the New REDINGTON Carton Sealers is sealing Ry-Krisp cartons, the Ralston-Purina Company's new product. If yours is a similar problem, then by all means write for full details—without obligation.

*"If It's Packaging—Try Redington First"*

F. B. REDINGTON CO. (Est. 1897)  
110-112 So. Sangamon St., Chicago, Ill.

## **REDINGTON Packaging MACHINES**

**Economical for Packaging - Cartoning - Labeling - Wrapping**

# FIRE!



South Haven, Michigan, Dock Fire 1934

## 4,000,000 LBS. PULP, UP IN SMOKE

**KVP**  
**FOOD**  
**PROTECTION**  
**PAPERS**

Even this costly fire, which destroyed many tons of special imported pulps, did not disrupt KVP service. Other warehouses held ample reserves. Here, too, at the mill there are "stand-by" boilers—two of this and two of that.

When you want your paper, you get it. Only disasters of very major importance can delay your order.

This dependable service is yours when you tie up with KVP.

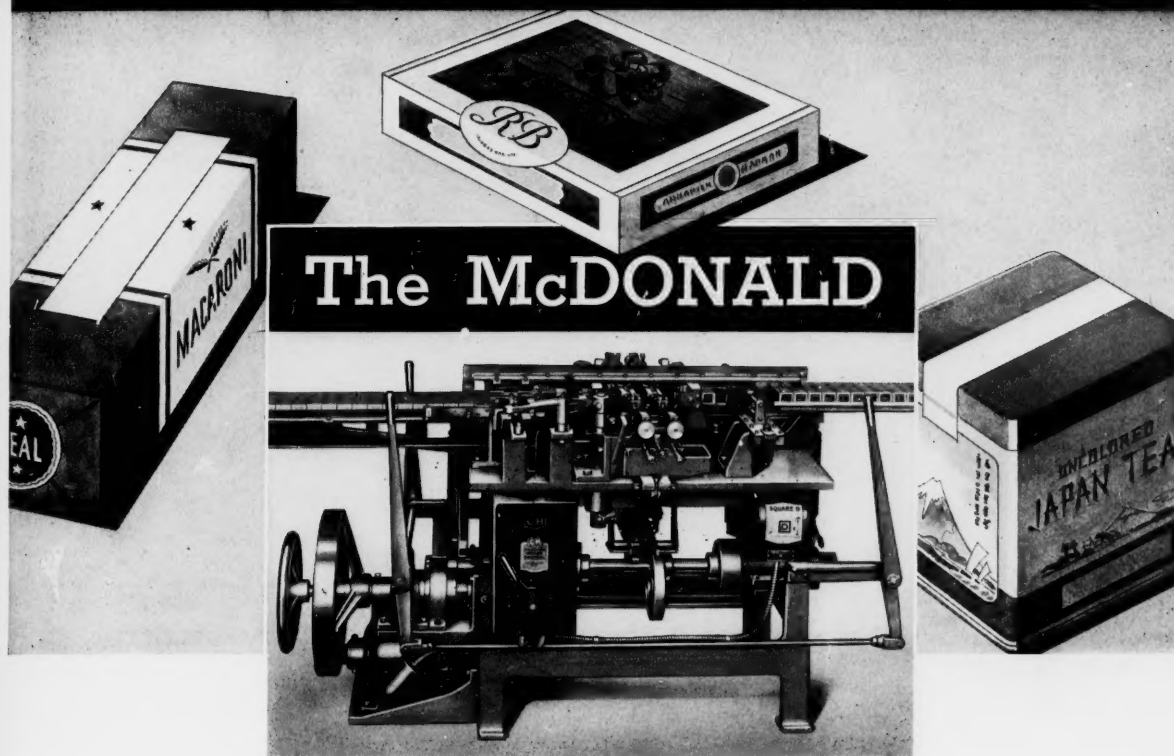
**KALAMAZOO VEGETABLE PARCHMENT COMPANY**  
**PARCHMENT** (Kalamazoo County) **MICHIGAN**







## FOR BOX AND PACKAGE LABELING



### The most dependable and satisfactory LABELING METHOD

The McDonald labeler offers the simplest, the most direct and the most satisfactory method for applying end seals on packages and for strip labeling attached to sides and covering ends to furnish a final, more complete seal of the box or container.

It is more satisfactory because it applies the labels differently—with a more direct and positive method than any other machine. Pickers are not used to transfer the label from magazine to container as in other methods. The magazine itself deposits the label on the package. Consequently the labels are always accurately registered.

There is a McDonald employing this exclusive, neat and speedy principle for any type of labeling job you may require. Write for information and recommendations.



## PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORPORATION, LTD., 71 NEWPORT AVENUE, QUINCY, MASS. (NORFOLK DOWNS STATION)

Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 320 Market Street  
Melbourne, Victoria; Sydney, N. S. W. and Trafalgar House, No. 12 Whitehall, London, England

SEPTEMBER, 1934

5



## THE COLTON CLIPLESS CLOSURE

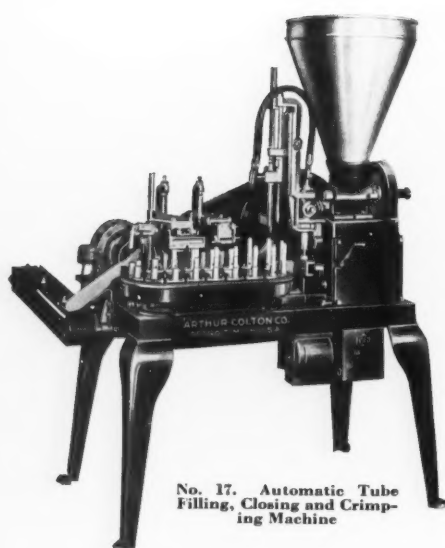
## SEALED WITHOUT A CLIP! » » » » » » » »

This decorative, dependable closure is obtained simply by crimping the end of the tube on machine shown below.

The Closure is completely formed by making the two usual folds, making a third fold in the reverse direction, and then giving more rigidity to the folds by corrugating the folded end.

Savings in time, labor and material are effected because no clips need be bought, there is no loss of time to replenish clip rolls, and no maintenance expense on automatic clipping heads.

Write for a sample tube closed the Colton way.



No. 17. Automatic Tube  
Filling, Closing and Crimp-  
ing Machine

## ARTHUR COLTON CO.

2600 JEFFERSON AVE., EAST

DETROIT

MICHIGAN



# "THE BEST WORK WE HAVE EVER HAD"



Mr. J. Richard Roe,  
% Illinois Carton & Label Corp.,  
Elkhart, Indiana.

Dear Mr. Roe:

Mr. Bishop sent down a few High Grade Coffee Packages in his pleasure car this afternoon, and I want to say without any delay that we are very much pleased with the outturn of this package.

The quality of the board and particularly the colors are very pleasing indeed. It is the best work, I believe, we have ever had from anybody.

Yours very truly,  
G. E. BURSLEY & COMPANY

F. K. Safford  
Chairman of the Board

Thank you, Mr. Safford. We are glad to know that you are among those manufacturers who recognize the importance of fine color reproduction and fine clay coated board in the manufacture of fine cartons. We feel sure that your firm will experience the same increased dealer and consumer acceptance which so many others have felt after changing to Illinois cartons, and we want those other manufacturers, who would like to feel as pleased with their cartons as you do, to know the source of your satisfaction.

## ILLINOIS CARTON AND LABEL CORP.

ELKHART

INDIANA

CHICAGO

NEW YORK CITY

BRANCH OFFICES: TRIBUNE TOWER, CHICAGO

501 5TH AVE., NEW YORK CITY

SEPTEMBER, 1934

7

# These Two **BLISS** Top Stitchers Will Seal Your Fibre Containers At Lowest Cost

**BLISS PORTABLE  
TOP STITCHER**



Sealing a Large Container

**T**HE Bliss Portable Stitcher is designed for sealing containers of large dimensions or exceptional weight that are awkward or impossible to handle on the regular top stitcher. Cases need not be removed from conveyor or handled in any way. Any length of seam can be stitched.

Also useful for sealing tops of mixed sizes of containers that vary in height.

Counterbalanced by suspending spring which supports its weight and permits operator to move stitcher freely in any direction.

Constructed entirely of steel and light alloys. May be plugged into any light socket.

**BLISS POWER LIFT  
TOP STITCHER**



Sealing a BLISS Container

**T**HE new Bliss Power Lift Top Stitcher is equipped with power driven work table operated by balanced foot pedal.

A touch of the toe on front of pedal raises table at rate of 12" per second. Depressing back end of pedal lowers table at the same rate.

Device actuated by top of container automatically stops table at right position for the blade anvil to be entered under stitching flaps.

Low position of table can be adjusted to level of conveyor line, so that filled boxes can be rolled on stitcher table without lifting.

Operator can handle many more cases per day than by the old method, with less fatigue.

One motor operates stitching mechanism and power lift.

Machine is designed to withstand the hard usage of high speed production.

Ask for further information.

**DEXTER FOLDER COMPANY**  
**28 West 23rd Street, N. Y.**

*Boston, Bliss and Latham Wire Stitching and Adhesive  
Sealing Machines for all Types of Fibre Containers*

CHICAGO	PHILADELPHIA	BOSTON	CLEVELAND	ST. LOUIS	SAN FRANCISCO
117 W. Harrison St.	5th and Chestnut Sts.	185 Summer St.	1931 E. 61st St.	2082 Railway Exch. Bldg.	H. W. Brintnall Co. 51 Clementina St.



# HERE IS A MAGNET

TO DRAW THEM  
TOWARD YOUR PRODUCT!

In this complicated world, sometimes the simplest things are the most effective, and so it is with packages. Hundreds—yes, thousands—of manufacturers have proved the effectiveness of Ribbonette, the colorful, flashing, inexpensive package tie which draws the roving eye like a magnet.

Make a test with Ribbonette and see for yourself how quickly its use is reflected in increased dealer acceptance, in rapidly mounting sales. Ribbonette is available in a large variety of colors, widths and patterns. We suggest that you mail us one of your standard packages. We will be glad to show you how to tie it with Ribbonette so as to secure the greatest possible effectiveness at the lowest possible cost.

Write to—

RIBBONETTE DIVISION  
CHICAGO PRINTED STRING CO.

2319 Logan Blvd., Chicago, Ill.  
55 West 42nd St., New York

# RIBBONETTE

*By the Makers of Print-Ad-String*



SEPTEMBER, 1934

9

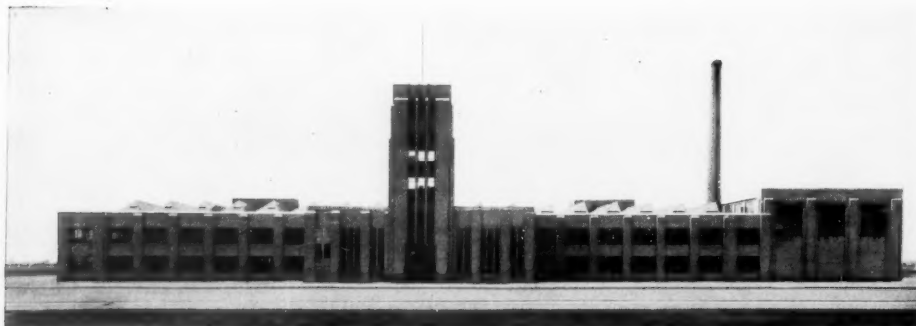


## A NEW DESIGN

### IS ONLY PART OF A SUCCESSFUL PACKAGE

The new packages recently designed for Perkins Products Company have been carefully planned in every detail. The Chicago Carton Company was given the responsibility of reproducing these attractive new designs. Accurate box construction, careful matching of colors and good printing do their part in assuring a successful package.

**CHICAGO CARTON COMPANY**  
4200 South Crawford Avenue, CHICAGO, ILLINOIS



*Visit our new plant at 4200 South Crawford Avenue,  
where we have installed the very newest equipment to  
give our customers the utmost in service and results.*



# Samples mean **SALES**



An inexpensive sales strategy, sampling often produces large returns from small expenditures.

Many have found Bags by Royal ideal carriers for their samples. Due to their fine construction and precision printing Bags by Royal inevitably make a crisp, appealing package.

Royal will be glad to interpret your scheme of a sample bag, or the Royal Package Development Department is at your service without obligation. Use the attached card.

THOMAS M ROYAL & CO  
5800 N SEVENTH STREET  
PHILADELPHIA PENNA U S A

Gentlemen:-

- ☐ We are interested in bags for sampling.
- ☐ We are interested in bags for \_\_\_\_\_
- ☐ Please have your salesman call.
- ☐ Please send us further information about \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

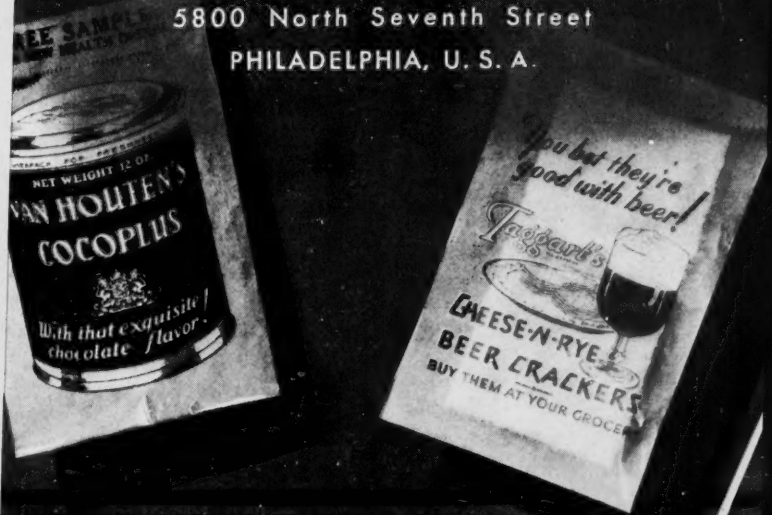
NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

**THOMAS M ROYAL & CO**

5800 North Seventh Street  
PHILADELPHIA, U. S. A.



# Bags by Royal!

**TO A FEW  
ABLE DISTRIBUTING AND SALES  
ORGANIZATIONS  
WHO ARE NOW SERVING  
THE CARTON, LABEL  
AND PRINTING INDUSTRIES**



DISTRIBUTORSHIPS are available to a few selected organizations now serving box, carton, printing and publishing plants and the clients of such plants—to handle, sell and service the varnishes and waxes of the Surface Products Company, Incorporated.

**THE PRODUCT.** Surface Products Controlled-Gloss Varnishes have scored an instant success in the box, label and magazine fields. Differing completely from all previous varnishes, they have met and filled a long-existing need. Our difficulties have not been in finding a market for the product. That market is vast and assured. Our difficulty is rather to properly meet the great demand for this product, to both *sell and service* our rapidly growing list of clients. For this reason only distributing organizations of the highest caliber can be considered.

**TERRITORIES.** Only one company will be selected in each geographical division. Each company will receive the full backing of the Surface Products Company in its sales efforts. Each company will control *all* sales within its territory.

**APPLICATIONS** for territorial distributorships for Surface Products Company varnishes are invited from responsible and well rated distributing organizations. Fullst inquiry will be made as to the standing of organizations applying for distributorship, and equally full details will be made available regarding the Surface Products Company to all applicants considered.

See the page opposite in this issue of Modern Packaging on which the current advertisement of the Surface Products Company will supply you with further details as to the company's products.



Surface

Laboratories

PRODUCTS Co., Inc.

118 QUE STREET N.E. • WASHINGTON, D.C.



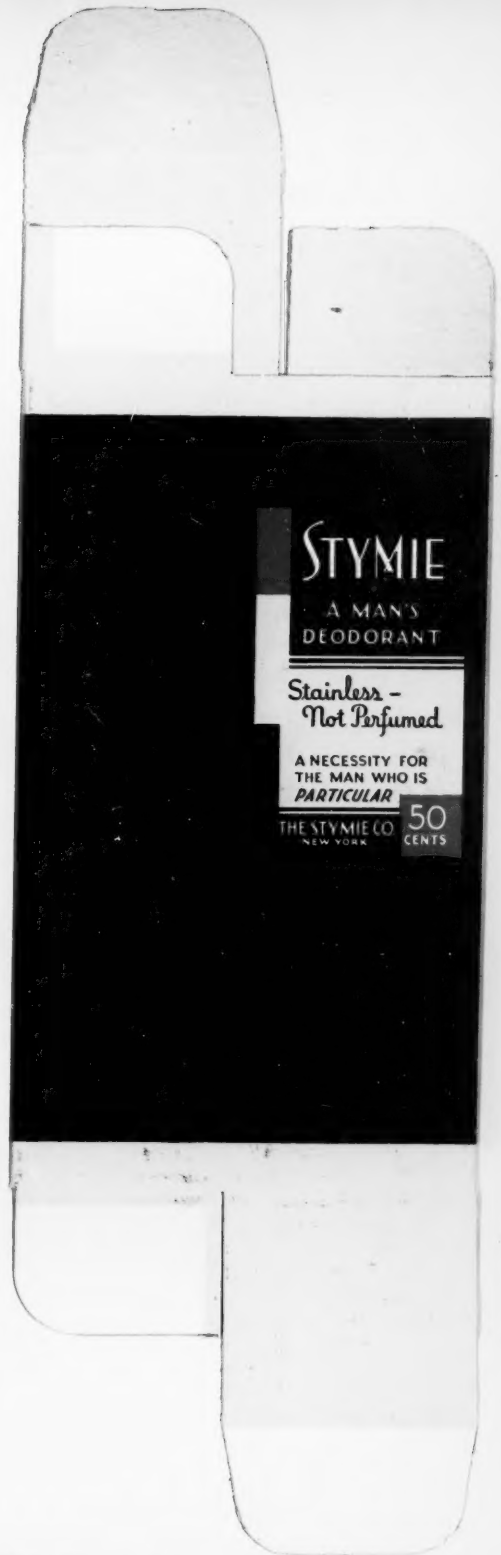
Carton manufactured  
by  
The Warner Brothers  
Company

# A carton is *only* a carton UNTIL it's properly VARNISHED

Consider the carton above. A fine design. Perfect plates, exquisite printing and accurate die cutting. Yet all this would be spoiled or wasted if an ill-suited varnish had been used.

As it stands, treated with Surface Product's Controlled-Gloss-Varnish on a regular flat bed press, it is an outstanding example of a fine sales-creating carton. Controlled-Gloss-Varnish can be applied to labels, cartons or displays at a surprisingly small expense! It will not regenerate heat, will not stick, and provides a smooth, even, brilliant coating without penetrating into the board. Any desired degree of gloss may be obtained.

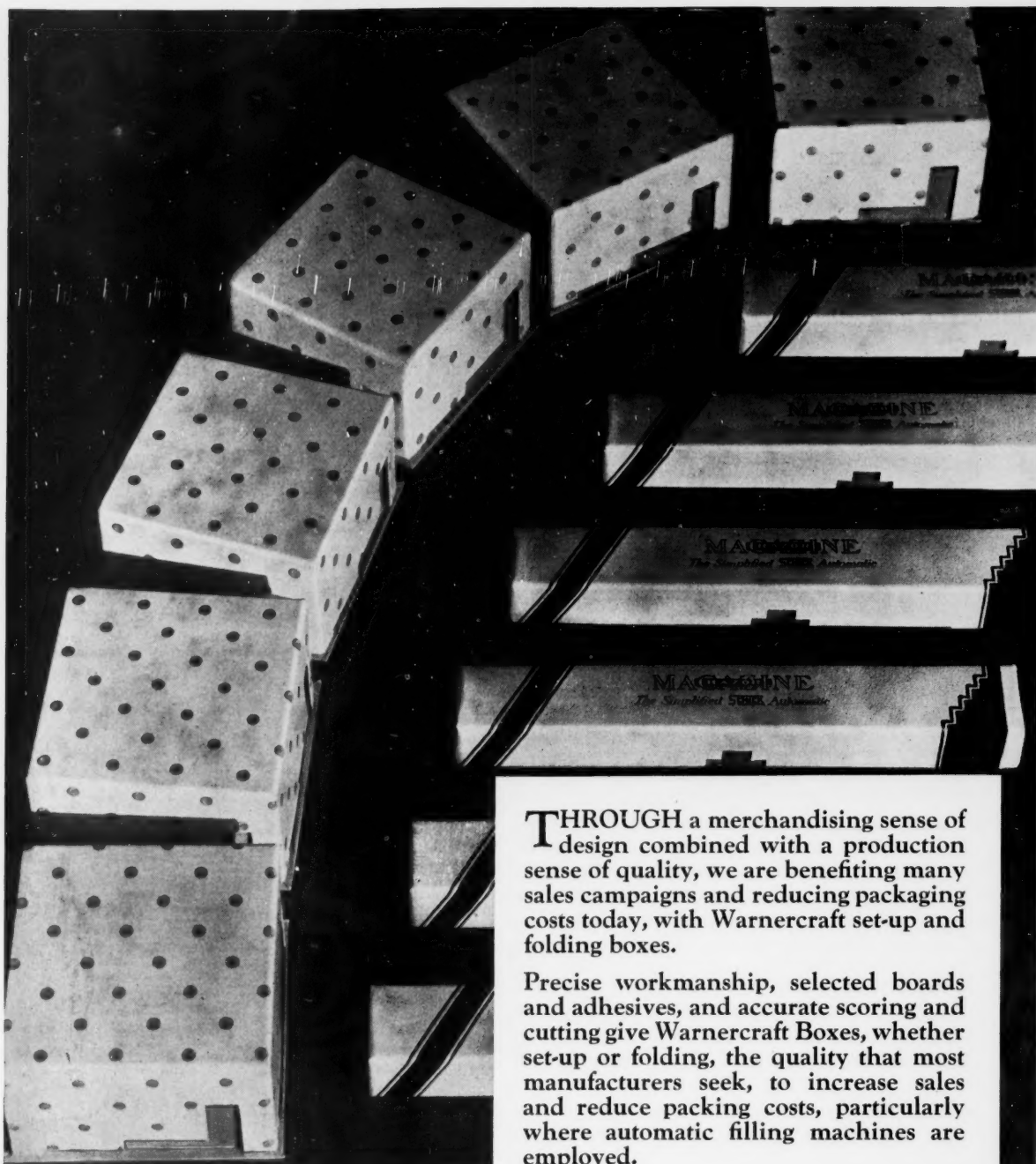
Ask your boxmaker about this remarkable development. Specify Surface Products Company varnish on your next job. Or write us, for full information and samples of other packages made outstanding by means of this superior varnish.



*Surface* PRODUCTS Co., Inc.  
*Laboratories*

118 QUE STREET N.E. • WASHINGTON, D.C.





THROUGH a merchandising sense of design combined with a production sense of quality, we are benefiting many sales campaigns and reducing packaging costs today, with Warnercraft set-up and folding boxes.

Precise workmanship, selected boards and adhesives, and accurate scoring and cutting give Warnercraft Boxes, whether set-up or folding, the quality that most manufacturers seek, to increase sales and reduce packing costs, particularly where automatic filling machines are employed.

# WARNERCRAFT

THE FINEST WORD IN PACKAGING

THE WARNER BROTHERS COMPANY, BRIDGEPORT, CONN.

New York Representatives: F. J. Collins, L. D. Deverich, L. Ley, H. T. Warren  
200 Madison Avenue, New York City

*Fancy Set-up Boxes   » »   Folding Boxes   » »   Designing Service*





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# PICTURE YOUR PRODUCT

WITH A

## STEINBACH PACKAGE MOUNT

(PATENT APPLIED FOR)

The Ideal Tie-up of  
Package and Display



**WHEN** you get a dealer to display your package, that's fine. When you get a dealer to place your display material, that's fine too! **BUT**—when you make it possible for him to show *both* **YOUR PACKAGE** and an attractive, compact, low-cost piece of display material in a direct physical tie-up—that's about the finest combination you can get—and that's exactly what you get when you use a **STEINBACH PACKAGE-MOUNT**.

### JUST CONSIDER THESE ADVANTAGES—

**SIMPLE**—one piece; easy to set up; no instructions necessary. Nothing complicated. A dealer simply snaps a Steinbach Package-Mount on top of one of your packages and there it is—ready to make sales for you.

**TAKES BUT LITTLE SPACE**—with display space at a premium dealers are glad to use Steinbach Package-Mounts because one takes no more room than one of your packages.

**MORE THAN ONE TO A STORE**—they take so little room that many dealers are glad to spot them in several places in their store. And their cost is so low that you can afford to give several of them to a dealer. This multiplies your display units—and your possibilities for sales for your product.

**FOCUS ATTENTION on YOUR PACKAGE**—which, after all, is the most important thing for you to show to your dealers' customers.

**SUPPLEMENTS LARGER DISPLAY MATERIAL**—they make an ideal supplement to the sales story you use on larger pieces of display material by bringing your package to the direct attention of the consumer.

**ADAPTABLE to ANY SIZE or SHAPE of PACKAGE**—a tailor-made fit for your package.

**LOW UNIT COST**—their relatively small size makes it possible for you to get a greater number of displays for a given amount of money. This means that you can put more of them to work and expose your product to more sales. They're great budget stretchers!



**RIGHT NOW** while Steinbach Package-Mounts are fresh in your mind—drop us a line, or mail the business reply card that accompanies this message. Let us submit samples or work with you on this new idea in sales-making displays.

**A. D. STEINBACH & SONS**  
LITHOGRAPHERS

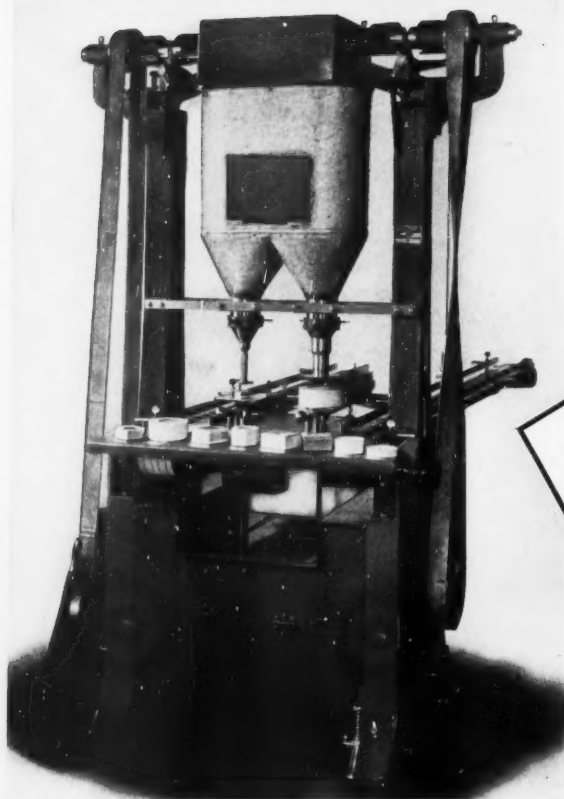
SALES OFFICE:  
247 PARK AVE.  
NEW YORK

FACTORY:  
NEW HAVEN  
CONNECTICUT

LICENSEE IN CANADA, THE DOMINION PAPER BOX CO., LTD., TORONTO

SEPTEMBER, 1934

15



**NOTE** We believe this to be the most economical weigher and filler available today. Let us check our facts against your production requirements. Send us samples and information regarding the materials you wish to pack and we will calculate the operating costs—for your product—on this machine. You will be surprised to find how much lower they will be than your present operating cost figures.

## DOUBLE SPEEDS « DOUBLE ECONOMIES— WITH THIS TWIN BOND WEIGHER AND FILLER

Ideal for the speedy and economical packaging of cosmetics, food products, and similar merchandise is this Model MH Twin Semi-Automatic Bond Filling and Weighing Machine.

Used for either free-flowing or sticky material, requiring augur feeding, this machine can handle cans, canisters, bags, bottles and powder pouches, having small or large openings. It permits of the *operator handling two packages simultaneously*. It may be used as a gross weigher, as a volumetric weigher (measuring the material by the volume of the container) or as a packer-weigher (where the material is to be packed from the bottom of the container). It can handle practically any kind of material in any quantity of from 1 oz. to 10 lbs.!

It permits of decided economies in plant layout. Conveyors may be arranged so that both run from one side or from opposing sides of the machine, as desired.

Like all United States Automatic Box machines the Model MH embodies every modern improvement which sound engineering practice can devise. In speed, in quality of work, in accuracy—it provides the utmost that may be desired. In original cost and the cost of operation it provides economies heretofore thought impossible.

For further information about the Model MH and other U. S. filling and weighing machines—including production cost estimates for your own product—write to the

### UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

MANUFACTURERS OF THE  
IMPROVED BRIGHTWOOD AUTOMATIC PAPER BOX MACHINE  
ALSO OWNING AND OPERATING THE

NATIONAL PACKAGING MACHINERY CO.  
NEWTONVILLE

BOSTON, MASS.

30 Church Street, New York

53 W. Jackson Blvd., Chicago

*Big! Strong! Attractive!*



## **PACKAGED Surface Finishes!**

- Consumers see Full Measure at a glance—
- Contents are delivered unspoiled... *unspilled*—
- Inside Quality is shown *outside!*

Package-making for Paints and allied products requires a combination of practical essentials and keen showmanship.

Check our output with swift-selling products of the day!

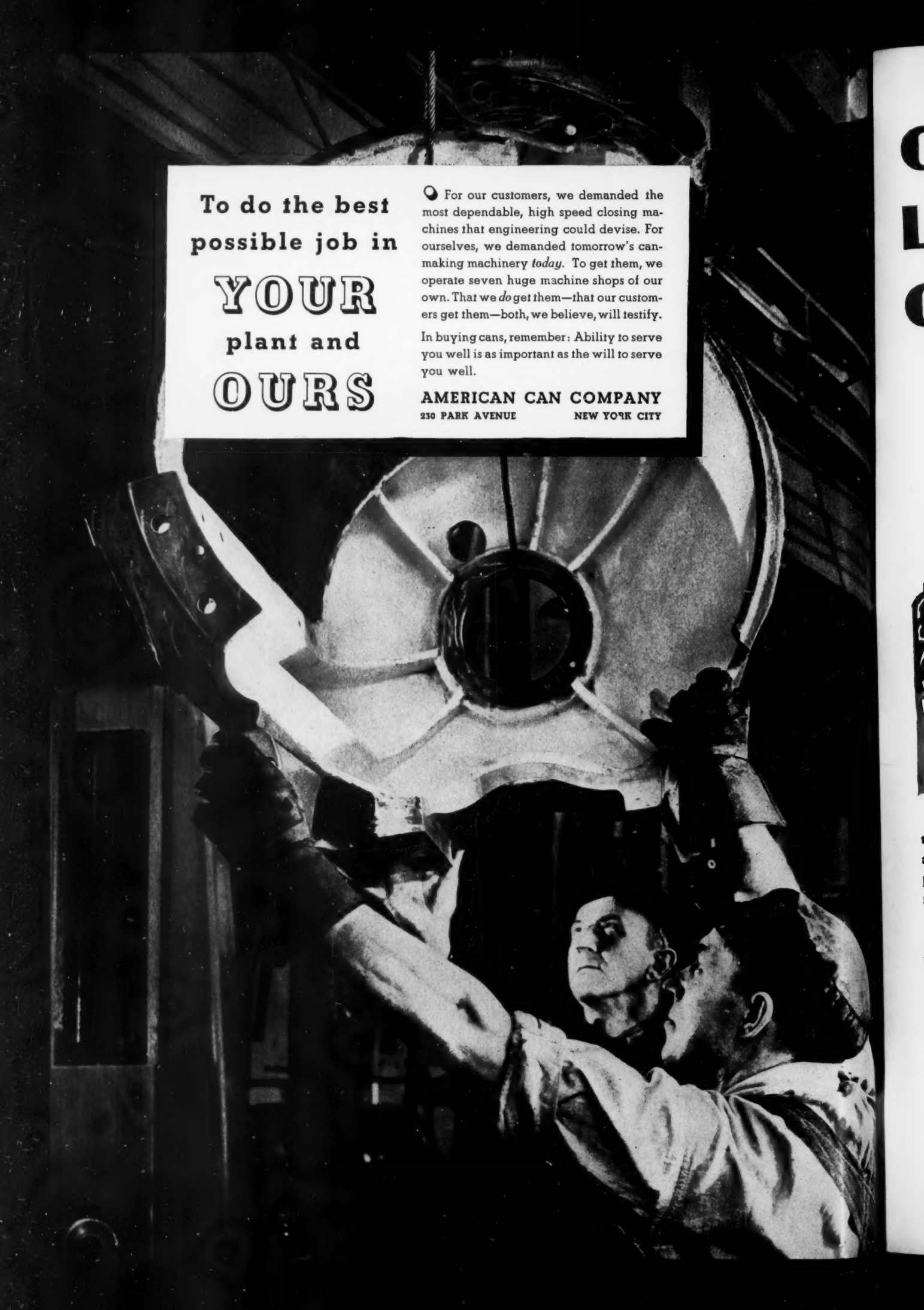
# **METAL PACKAGE CORPORATION**

ESTABLISHED 1902

110 E. 42ND ST., NEW YORK CITY

• One of America's Largest Can Manufacturers •





To do the best  
possible job in

**YOUR**  
plant and  
**OURS**

● For our customers, we demanded the most dependable, high speed closing machines that engineering could devise. For ourselves, we demanded tomorrow's can-making machinery *today*. To get them, we operate seven huge machine shops of our own. That we *do* get them—that our customers get them—both, we believe, will testify.

In buying cans, remember: Ability to serve you well is as important as the will to serve you well.

**AMERICAN CAN COMPANY**  
230 PARK AVENUE NEW YORK CITY

# CROWN LUG CAP



● FOR THOSE WHO  
PREFER THE QUARTER  
TURN SEAL



THE simplicity of the skirt of the Crown Lug Cap adds to the appearance of any package. It also lends itself readily to attractive decoration.

MANY KINDS of glass packed foods meet with greater favor among housewives when sealed with this convenient cap. It is easy to open . . . easy to re-seal . . . which make it particularly suitable for mayonnaise, peanut butter, relishes and other products that are used a little at a time.

In addition to its convenience, the Crown Lug Cap is an efficient seal. It has the same advantageous sealing bead which has proved so effective in Crown Screw Caps. The sealing pressure is concentrated on top of the glass sealing surface and evenly distributed all around. You get uniform, dependable sealing on each and every container.

Tell us the products in which you are interested. We will gladly send samples, prices and full information.

## CROWN CORK AND SEAL COMPANY

BALTIMORE, MD.

*World's Largest Makers  
of Closures  
for Glass Containers*

CROWN CORK AND SEAL COMPANY, Baltimore, Md.

Send samples, prices and full information on Crown Lug Caps. Our products are:

Name .....

Address .....

City.....State.....

E-9

SEPTEMBER, 1934

19

# SMALL — MEDIUM — LARGE MANUFACTURERS



PHOTO NO. 1—15 P. M.

Packaging a cleaner and water softener in the plant of Suds-A-Lot, Inc., Joliet, Ill.

This semi-automatic Carton Sealer and Net Weigher speeds up production to 15 packages per minute. Also furnished with Gross Weigher or Volume Filler, and is rapidly adjustable.

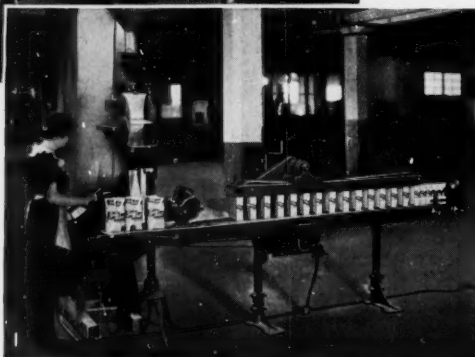


PHOTO NO. 2—30 P. M.

Packaging Mel'O for bath, kitchen and laundry use, in plant of The Hygienic Products Company, Canton, O.

One machine operator produces 30 packages per minute. Rapid adjustability for various sizes of cartons is an outstanding feature. Furnished with Net Weigher or Auger type Filler.

PHOTO NO. 3—60 P. M.

Packaging Lily salt in the plant of The Carey Salt Co., Hutchinson, Kans., at a speed of 60 per minute. Only one operator required.

This full automatic unit is easily convertible for various size cartons. Reduces packaging costs to a minimum.

**ALL PACKOMATIC MACHINES GUARANTEED TO PRODUCE TIGHTLY SEALED PACKAGES AND COMMERCIALY ACCURATE WEIGHTS**



RELY UPON

PACKOMATIC CARTON SEALING  
AND WEIGHING MACHINES  
TO PACKAGE THEIR PRODUCTS  
SATISFACTORILY AND ECONOMICALLY  
AT SPEEDS OF

**15 — 30 — 60**

PACKAGES PER MINUTE

A FEW WELL KNOWN USERS

Postum Company, Inc.  
International Salt Company, Inc.  
The Quaker Oats Company  
The Hygienic Products Company  
The Colonial Salt Company  
The Fisher Bros. Co.  
The Iowa Soap Co.  
The Carey Salt Co.  
Three Minute Cereals Company  
Gem Products Company  
Diamond Crystal Salt Co.  
Suds-A-Lot, Inc.

A PACKOMATIC ENGINEER WILL CALL UPON REQUEST—NO OBLIGATION

—BRANCH OFFICES—

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122 Centre St.  
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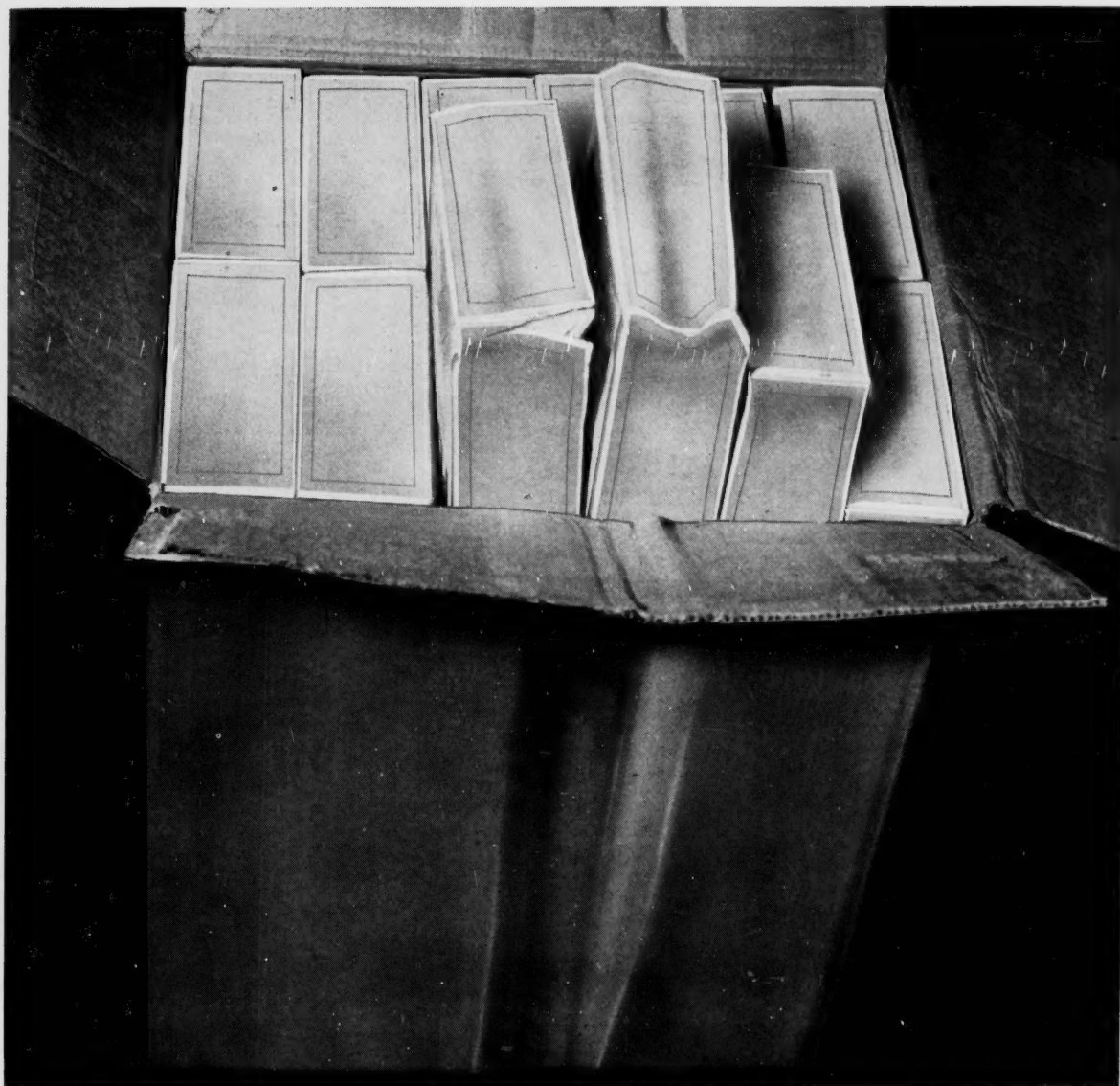
**PACKOMATIC**  
**PACKAGING MACHINERY**  
**J. L. FERGUSON COMPANY, JOLIET, ILLINOIS**

S

y







**BEAUTIFUL INDIVIDUAL CARTONS—  
—Can Be Ruined—Unless Protected in Shipment**

Rigidity of a shipping case is another way of saying—protection to the contents.

Container Corporation shipping containers—both solid fibre and corrugated—are especially designed to resist crushing forces.

**CONTAINER CORPORATION OF AMERICA**

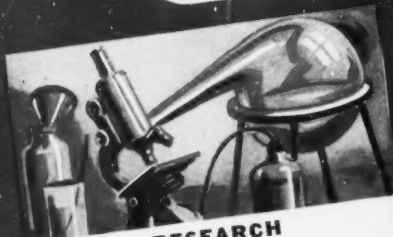
GENERAL OFFICES—111 WEST WASHINGTON STREET, CHICAGO  
MILLS AND FACTORIES AT STRATEGIC LOCATIONS

SEPTEMBER, 1934 21

**WHEN YOU HAVE  
a PACKAGING PROBLEM**

*write.. wire or phone*

**CONTI**



**RESEARCH**

In Laboratories completely equipped with modern facilities, a large staff of highly trained specialists are ready to solve your specific problems.



**DEVELOPMENT**

Here you may be shown how a new type of container, or perhaps an improvement on your present one, can help put your product ahead of present-day competition.



**DESIGN**

A group of Specialists ready to offer suggestions for improving your design or for an attractive new arrangement, in eye-catching colors.



**LITHOGRAPHY**

Batteries of modern lithographic equipment, manned by craftsmen, aided by superior printing plates made in Continental's Master Engraving Plants, assure excellent containers.

**IT'S BETTER PACKED IN TIN**

**CONTINENTAL**

# CONTINENTAL

*W*HETHER yours is a liquid, paste or dry product, Continental has available modern tin containers in many different sizes, shapes, styles... all widely adaptable, thoroughly protective and economical.

And, when you bring your package problems to Continental, you benefit from the knowledge and experience gained as the result of 29 years of helping successfully solve the package problems of many diversified industries.

Most important—you have access to the countless new package ideas constantly being created in Continental's Development, Research, and Design Departments.

A representative, skilled in "Packaging To Sell," will be glad to assist you at any time—'phone—write—or wire the Sales Office nearest you.

Baltimore, Md.  
3500 East Biddle St.  
Wolfe 9700

Boston, Mass.  
131 State Street  
Hubbard 7172

Camden, N. J.  
Front & Arch Sts.  
Philadelphia-Camden 8810

Chicago, Ill.  
4622 West North Ave.  
Spaulding 8480

Cincinnati, Ohio  
2510 Highland Ave.  
Jefferson 2201

Denver, Colo.  
3033 Blake St.  
Tabor 4261

Detroit, Mich.  
1900 East Jefferson Ave.  
Fitzroy 3292

Houston, Texas  
P. O. Box 1007  
Wayside 4163

Kansas City, Mo.  
Guinotte & Lydia Aves.  
Victor 7250

Los Angeles, Calif.  
3820 Union Pacific Ave.  
Angelus 7111

Memphis, Tenn.  
265 West Trigg Ave.  
Memphis 3-4622

New Orleans, La.  
521 North Scott St.  
Galvez 4145

New York City, N. Y.  
100 East 42nd St.  
Ashland 4-2300

Omaha, Neb.  
8th and Dodge Streets  
Omaha 1387

St. Louis, Mo.  
P. O. Box 1242  
Bridge 3550

San Francisco, Calif.  
155 Montgomery St.  
Garfield 7890

Syracuse, N. Y.  
1016 East Water St.  
Syracuse 2-2341

Wheeling, W. Va.  
Hazlett Ave. & 8th St.  
Warwood 760

# PACKAGES

## *styled for Moderns*

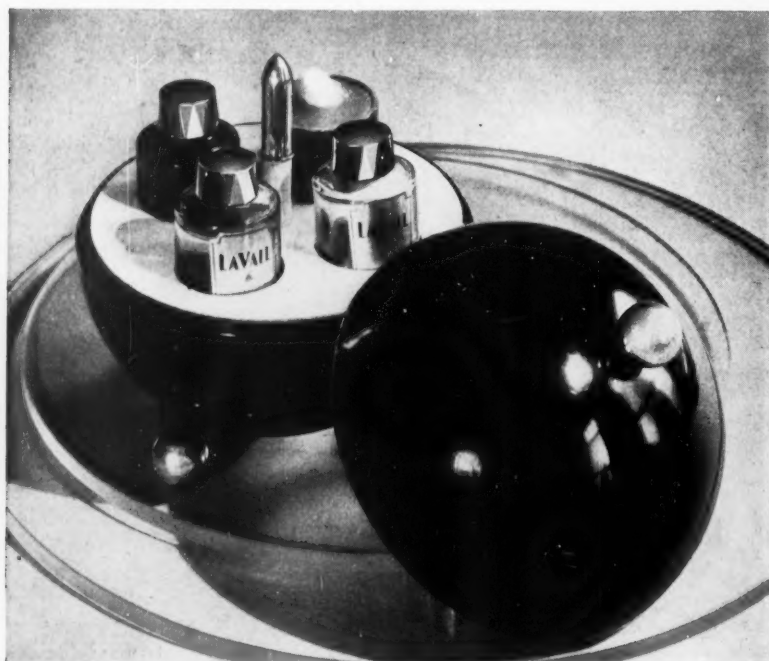
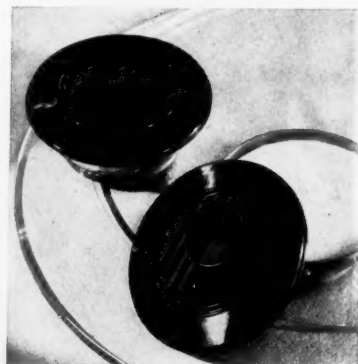
**P**ACKAGES styled to win the favor of those with the most ultra-modern ideas, must possess sales-promoting advantages over packages of less character and beauty. Otherwise we would not find art in the new containers for such varied products as manicure sets and auto polish—shaving soap and cleaning fluid.

Varied as are the containers shown here—both in design and content—they have one advantage in common, and that is the effective use of Bakelite Molded. The cleaner can and the polish bottle both have smooth, attractive Bakelite Molded closures. The spherical container for

the manicure set and the closures for the bottles within are of Bakelite Molded, as are also the covers of the shaving soap jars.

That talented package designers make such generous use of Bakelite Molded is not surprising, as this material has an inherent beauty which artists value highly. It also is adapted to the accurate reproduction of the artist's design, and is thoroughly practical from the standpoint of both the producer and user.

Why not write now for a copy of our interesting illustrated booklet, 8C, "Restyling the Container to Increase Sales"



BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y. . . . . 43 East Ohio Street, Chicago, Ill.  
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

# BAKELITE

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the copied "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

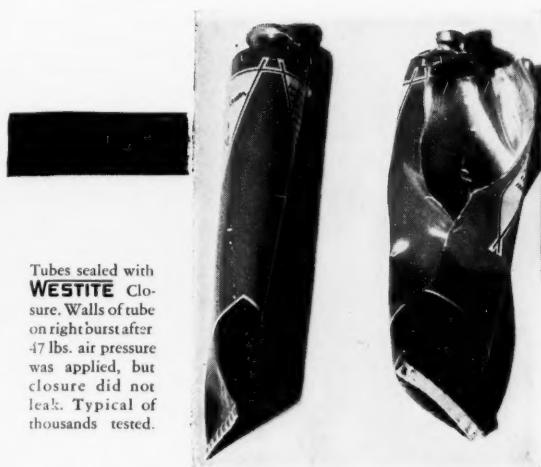
## THE MATERIAL OF A THOUSAND USES



# LEAKY TUBES? CORRODED CLIPS?

*Investigate the --*

## NEW LEAKPROOF TUBE CLOSURE



Tubes sealed with **WESTITE** Closure. Walls of tube on right burst after 47 lbs. air pressure was applied, but closure did not leak. Typical of thousands tested.



(Patents applied for)

## and the Machine that Makes It --

Heavy losses—often unappreciated—are caused by leaky tube closures. Shipments are returned, repeat sales are lost, good will is injured. STOKES new **WESTITE** Closure eliminates closure "leaker" troubles. If you are using clips, that expense is also done away with. And this closure requires less tube length. As shown above, it is not only airtight and leakproof but, in most cases, stronger than the tube walls themselves. Ideal for packaging certain toothpastes and shaving creams, food products that spoil on contact with air, and materials having oily or greasy ingredients.

The machine shown is the latest STOKES Full Automatic Tube Filler, Closer and Sealer, Model 90-DH. It has all the advantages of the well-known 90-D model including the ability to make the two "Diamond-Lock" Clipless Closures as well as the leakproof **WESTITE** Closure. Model 90-H applies the **WESTITE** Closure only. Hand-operated and semi-automatic equipment are also available for applying this **WESTITE** Closure.

Bulletin 34-H gives complete description of this new closure development and various equipment combinations.

SEND FOR SAMPLE TUBE SEALED WITH **WESTITE** CLOSURE  
(filled with your own product, if desired)

### FJS STOKES MACHINE COMPANY

Packaging Equipment Since 1895

5970 TABOR ROAD

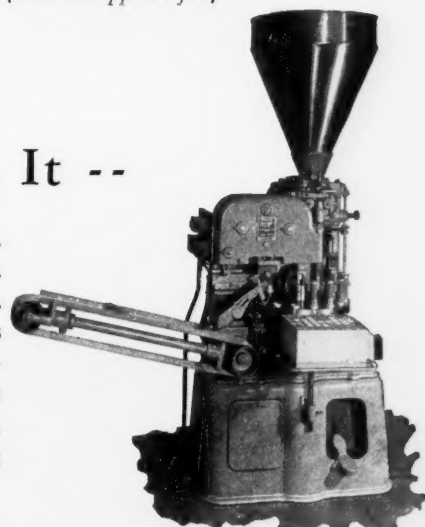
OLNEY P. O.

PHILADELPHIA, PA.

New York Office: 103 PARK AVE.

Los Angeles Office: 1231 E. 7th ST.

Cincinnati Office: 230 WILMUTH AVE.

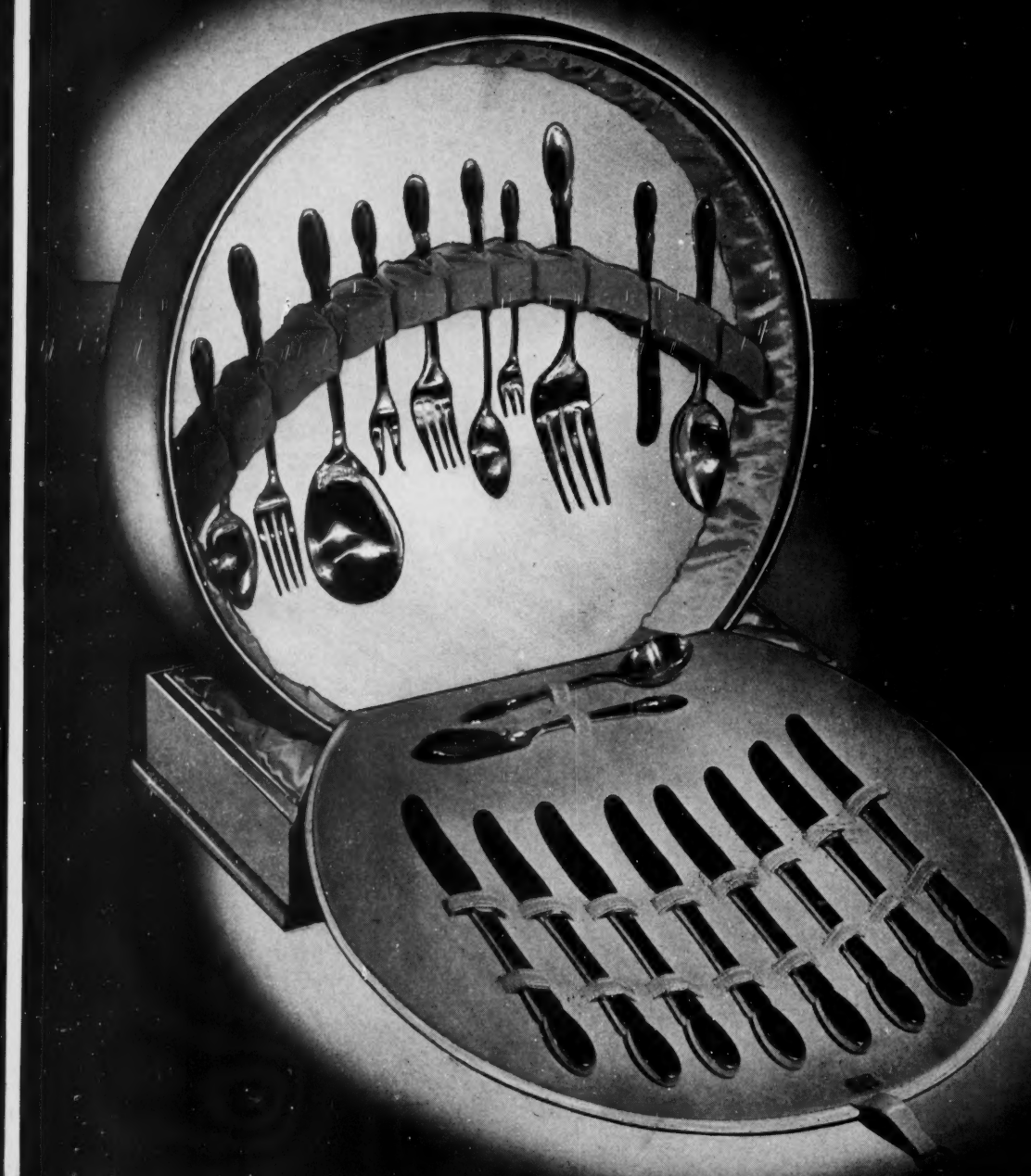


STOKES "90-DH"



WRITE FOR  
BULLETIN 34-H





## OUR ENTRY.....MR. CHARLTON

*Accept this new International Silver "Wedding Ring" Chest as our entry in your All-America Package Competition*

*AN* International Silver idea as developed by Rueckert. And if it does not win first prize, we and our client will still find cause for pride in the acclaim it will win from dealers, the sales it will win from the consuming public. For this, like so many of the products of the

Rueckert plant, is a display and a package designed to create interest, to arrest attention, to impel sales.

These ends can only be achieved where fine design is combined with perfect workmanship. And for such perfect workmanship many of America's largest jewelry, silverware, optical and other manufacturers turn to the Rueckert Manufacturing Company.

You too may have a similar problem, a need for displaying and packaging your product in a case far out of the ordinary in appearance and in quality. If so—investigate Rueckert. Its record, its clients, its staff and its equipment uniquely qualify this firm to meet your needs with a maximum of effectiveness at a minimum cost.

### **RUECKERT MANUFACTURING CO.**

69 Sprague Street



Providence, Rhode Island

# STYLE • ECONOMY • QUALITY

... these papers foster  
the three essentials  
of good box design

**W**ARE BOX COVERINGS offer enough variety to satisfy every quirk of a designer's imagination—plain and embossed papers—white, metallic, and colored papers. Yet, in each of them—regardless of color, pattern, or finish—you will find the three qualifications necessary to outstanding box design—style, economy, and quality.

In addition, Ware Box Coverings print, stamp, and emboss beautifully. And they are surprisingly easy on the budget. They are economical in first cost and the quality of raw stock and coating permit savings in the box making operations. Try them out—it won't cost you a cent. Write us today, and we shall gladly furnish full sample sheets.

McLAURIN-JONES CO., Brookfield, Mass.

New York: 150 Nassau Street

Chicago: The Merchandise Mart

Los Angeles: 604 Cotton Exchange Bldg.

FROM TOP TO BOTTOM—Ware Crystal Box Enamel, White (also available in seven pleasing colors); Ware Plated, Azure Blue (also available in white and eleven other colors); Ware Super Color, Mat Finish, Dark Red (also available in black and six other brilliant colors); Waregold; Wareplatinum; Wareluxor. All six grades are available in a variety of interesting embossed patterns.

*Ware*  
**BOX COVERINGS**



New package of Will G. Keck, Inc. Labels lithographed by the Michigan Lithographing Company.

FOR BETTER LABELS—CHOOSE LITHOGRAPHY  
FOR BETTER LITHOGRAPHY

*choose Michigan*

NO other process offers the same possibilities for fine color effects as does lithography. No other process offers equal opportunities for economy.

Yet, in selecting lithography as your medium of reproduction for labels, cartons, or package wraps, it is necessary to select a house experienced in solving the prob-

lems which arise when lithography is applied to packages. Such a house is the Michigan Lithographing Company. We invite you to consult with us when next you consider a new or a revised package. Our past experience, with some of America's largest manufacturers, leads us to believe, as it will lead you, that we have a distinctly valuable service to offer you.

---

**MICHIGAN LITHOGRAPHING CO.**  
**GRAND RAPIDS • MICHIGAN**

---









## These Labels **STAND OUT!**

You can easily demonstrate it for yourself. Move the paper band back and forth, bringing each RYAN LABEL into view as it will appear on the shelves of retail stores.

Note the rich colors . . . eye appeal . . . distinctive designs . . .

Then turn the page, where you may see the entire line of RYAN LABELS spread out before you.

These RYAN LABELS possess more

than beauty...they have attention value . . . sales power . . . they were designed to do a selling job.

"US" is proud of these RYAN LABELS . . . proud of having made an important contribution to the packaging of the nine Ryan Coffee Brands . . . proud of the teamwork within its own organization that makes it possible to keep pace with every new development in modern packaging.

You, too, can enjoy the advantages of the distinctive "US" label design service. With offices from coast to coast, there is a "US" representative near you, ready to give you label and packaging help.

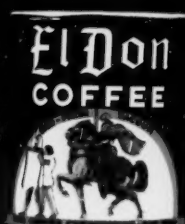
*The*

# UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI  
312 Beech Street

NEW YORK  
52-K East 19th Street

BALTIMORE  
412 Cross Street



# Here they are . . . *Spread out before you*

An imposing array of colorful and sales-effective packages . . .

Each label is an artistic unit in its own right, but there is a definite relationship between all nine . . . each one is independent of all the rest, but all Ryan Coffee Brands are obviously the products of one manufacturer.

You see, these designs were made with the Ryan merchandising plan in mind. Seldom will more than two brands be found in the same retail outlet. Each label, therefore, must tell its own sales story independently, but all derive the benefits of a co-ordinated plan, artistically as well as from a marketing point of view.

These Ryan labels typify the "US" method of handling package problems. Back of the "U S" representative who calls on you is an organization skilled in every phase of creative printing and lithography, and currently informed on the marketing set-up of all types of products.

This makes possible an unusual degree of "team-work" with you and your advertising agency. In approaching your problems, "U S" makes it a point to study your merchandising program, and to develop packaging materials that fit your marketing problems.

This wealth of knowledge and experience is available to you . . . for mutual benefits.

## THERE'S A "U S" REPRESENTATIVE NOT FAR FROM YOU

Boston	Indianapolis	Philadelphia	Seattle
Cleveland	Kansas City	Pittsburgh	
Detroit	Minneapolis	San Francisco	St. Louis

*The*

# UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI  
212 Beech Street

NEW YORK  
52-K East 19th Street

BALTIMORE  
412 Cross Street







## BALLYHOO! or do you want Facts?

*We offer no "amazing" values or "sensational" results. Nor is the Metal Edge method of packaging the "cheapest" on the market. It won't "revolutionize" your business or lift you suddenly out of the red. Nor do we insist that if you don't hurry and get on OUR bandwagon you'll regret it all the days of your life!*

**BUT** we do claim and can prove from the testimony of hard-headed, economy-minded executives that:

- 1 With the Metal Edge packaging method you obtain the strongest paper boxes known.
- 2 You can carry an ample stock on hand without using more than a few square feet of floor space.

3 You can assemble the boxes quickly in large or small quantities just as you need them.

4 You can have a simple, sturdy package or an elaborate and beautiful one that will be just as sturdy . . .

5 And, every factor considered, you are likely to find that even with all these advantages, Metal Edge packaging costs you less than other comparable packaging.

Can YOU use the Metal Edge Method? We won't know until we have had an opportunity to become acquainted with your packaging requirements. It will cost you nothing to have us make a study of your needs . . . And unless we find that Metal Edge is going to be just as profitable for you as for us, you'll never be asked to take another step.

Accept this challenge to let us look into your packaging set-up . . . without obligation.

**NATIONAL METAL EDGE BOX CO.**  
334 North 12th Street • Philadelphia, Pa.

**THE STRONGEST PAPER BOX KNOWN**



IT'S COMING



and better than ever

Each year, since its inception, the Packaging Catalog has grown, in size, in usefulness to its readers and in the volume of advertising material carried.

For 1935, the Packaging Catalog will be larger, more complete than ever before. Its advertising pages, already contracted for, number more than were found in the entire 1934 issue. Its editorial pages will contain more complete, more up-to-the-minute information than has ever before been possible. Its directory pages will list more sources of supply than they ever have in the past. Once again, the new Packaging Catalog will be the treasured source book of packaging information for 9,000 of the best names in industry—only this time more treasured because even more complete.

Most of the former advertisers and many others have already reserved space in the 1935 edition. To those who have not as yet filed space reservations we can only urge a prompt decision to insure the most favorable position for your catalog information. First forms go to press shortly!

## PACKAGING CATALOG

seventh edition



TO ALL ADVERTISERS IN THE PACKAGING CATALOG

Forms for the 1935 edition close November 1st. Arrangements should be made in writing if plates are to be delivered after this date. Under no condition can plates be accepted after December 5th. Inserts and tip-ons must be delivered to bindery not later than Dec. 15th.

Our Sales Promotion Department will gladly aid all advertisers in the preparation or planning of their copy. Page size, 7" x 10". Bleed pages, 8 3/4" x 11 1/4", including bleed. Best halftone screen, 120. Plates should be blocked type high on wood. Process plates should be backed on metal to 11 point thickness.

the PERFECT CLOSURE  
FOR APPLE BUTTER AND FRUIT PRESERVES



Vapor Sealed



TO OPEN  
Pry up

WHITE

New York

CAP

CHICAGO

COMPANY

London, England



TO RESEAL  
Press on

WHITE CAPS

# PRINTED Cellophane?

## ...ASK DOBECKMUN

We like to print for particular people.

- For years we have had the pleasure of printing designs on Cellophane for many of the country's leading industries.

- Take Swift & Company for example. A leader in the production of high quality meat products, long experience in the purchase of packaging materials has given them a fine appreciation of how Cellophane should be printed. It pays them to be particular and no detail in printing or service is overlooked.

- It was natural, then, that Swift should choose Dobeckmun, whose years of specialization in the fine art of printing on Cellophane more than qualified them to serve this great packing organization. Daily, throughout the country, Swift & Company employees are busily engaged wrapping meats

in sparkling Cellophane printed by Dobeckmun.

- Without obligation, Dobeckmun experts will analyze your package problems, submit samples of printed or plain bags, printed sheets and rolls. Or, more specifically, sketch on Cellophane a design for your product alone. Write today for samples and further details. The Dobeckmun Company, 3301 Monroe Ave., Cleveland, Ohio.

## DOBECKMUN

AN ORGANIZATION DEVOTED EXCLUSIVELY TO THE PRINTING AND FABRICATION OF CELLOPHANE • PRINTED SHEETS • PRINTED ROLL STOCKS  
PLAIN AND PRINTED BAGS • CIGAR POUCHES • LAMINATED STOCKS

BRANCH OFFICES: New York, 11 W. 42nd St.; Chicago, Merchandise Mart; Philadelphia, 1528 Walnut St.; Boston, 10 High St.  
REPRESENTATIVES: Baltimore, Dallas, Denver, Detroit, Des Moines, Houston, Kansas City, Little Rock, Los Angeles, Memphis, Minneapolis, Peoria, Pittsburgh, Portland (Ore.), Omaha, Red Lion (Pa.), Salt Lake City, San Antonio, San Francisco, St. Louis, Syracuse and Tampa.

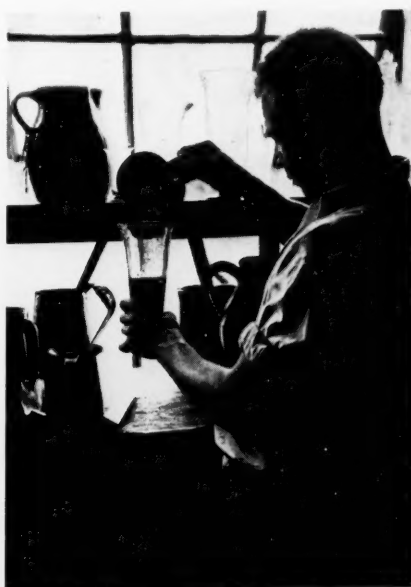


## THE MATERIALS OF PACKAGING

### No. 1. Glazed and Fancy Papers

*This is the first of a series of articles whose purpose is to make the user of packaging materials better acquainted with the processes by which they are produced, and thereby to foster their more intelligent purchase and use. Subsequent articles will cover the carton, set-up-box, bottle, tube closure and label industries.*

We are indebted to the Louis Dejonge Company for permission to photograph the various machines shown here. We are indebted to paper men, too numerous to mention, for cooperation in the collection of data for this article. We are indebted to a long list of our readers who, by their questions over a period of years, have taught us some of the things that worry paper purchasers. It is our hope to have answered the most important of these questions within the confines of this article and thus assist in a better understanding of these materials.



Test-tube and graduates play an important part in fancy paper manufacture. Many mills have a miniature mill-within-the-mill for the preparation of test batches of coatings, test runs of paper samples. Another essential: Two or three good chemists with twenty or thirty years of fancy-paper background. This and other photographs illustrating the article are by Alfred Cohn

potentialities than are these so-called "fancy" papers.\*

If you want to know what you or your boxmaker are buying when you purchase fancy papers, you must first of all disabuse yourself of the idea that fancy papers are merely wall-papers cut into sheets. They bear no more resemblance to wall-papers than the boxes they cover do to houses. Their designs (if any) are smaller, their base paper usually of better grade, their processing infinitely more complex, their wearing qualities infinitely greater. Surprisingly, their cost—in so far as comparable grades might be compared—is unusually less. Nor will you get very far if you confuse these papers with coated book papers. Here, while the machines used bear a certain similarity, the purpose and hence, the process, differ radically.

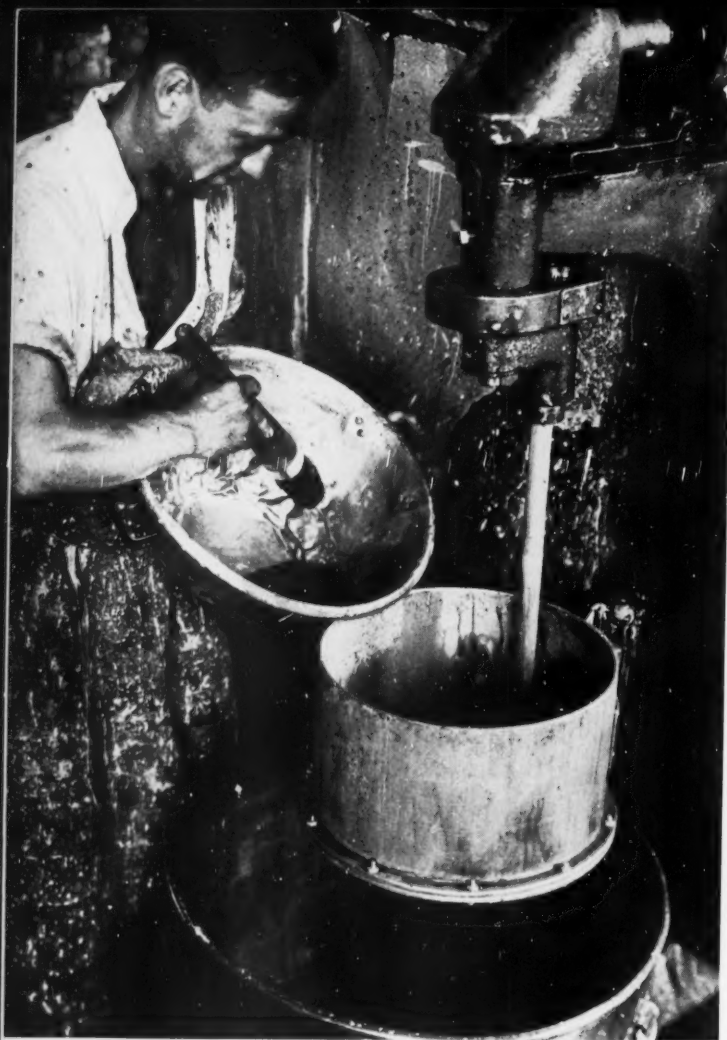
Coated book papers are treated principally with the intent of providing a fine surface for fine printing. They must be considered not as something in themselves but as a background, a web upon which fine printed effects may be achieved. The boxmaker's papers, on the other hand—though often printed—function not as backgrounds but as foreground, covering and decorating the underlying frame.

Since functions differ, products differ. And glazed and fancy papers therefore are produced by a technique all their own. It is this technique which limits the number of fancy paper manufacturers to some fifty odd. It is this technique which determines the varying costs of varying grades—which is said to have required forty years for its full mastery—which holds the number of "new" papers down to a very few hundred a year. Which, finally, prevents many young men and many

OF all the materials that enter into the production of packages, glazed and fancy papers are undoubtedly the most widely used. For billions of boxes, labels and for wraps, for displays and display cards, some type of glazed or printed paper is constantly being developed—some other type is constantly sinking into the oblivion of demodé styles. Yet of all the packagers materials, none is less clearly understood in its qualities and in its

\*Unless it be the lusty young division of proxyn papers—sometimes grouped with the fancys—whose fullest possibilities for packaging use have yet to be developed, but which already command much well deserved attention. About these, more in a later article.





old paper mills from jumping into the seemingly green pastures of the fancy paper business.

For limitation of funds wouldn't keep you out of fancy paper manufacture. A relatively insignificant sum—cooperatively speaking—would set up a coating mill. A million and a half in cash could probably duplicate any one of the larger mills—a mere hundred thousand some of the smaller plants.

But you would have to be the very pampered son of a very wealthy father, if you intended to eat while waiting for time and experience to weather you into the semblance of a fancy paper manufacturer. And with every year, you would find your fixed investment in processed and unprocessed stock, in printing rolls and embossing dies, growing larger. If you lasted ten years you might become the proud possessor of a "line" of papers—the repeat sales of which would support your stock-and-tool fixed capital. Even then, you would have had to be particularly lucky in your selection of patterns, your avoidance of fads, to find much more than fifty per cent of your rolls and dies still free from utter obsolescence.

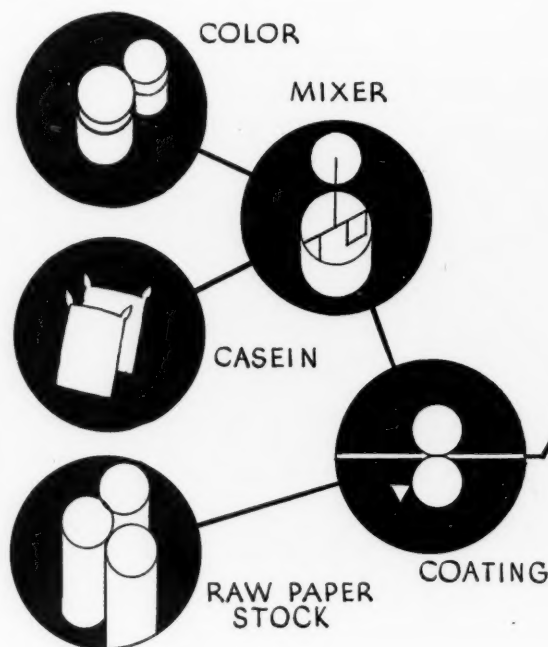
Plainly then, the glazed paper industry is one for experts. Profits come—as in all semi-style fields—through the development of a large percentage of continuing successes, a small percentage of single-season fads and an absolute minimum of utter flops. That

Color mixing is a long and exacting process. The color materials must pass through many fine screens, be beaten by many repeated mixings before the texture and the tone is even throughout the batch

these profits have been sizable in years long past, even pessimistic paper men will admit. That they have been few and far between since the late twenties all paper men will swear. That they may come, in small but welcome measure, in '34 and '35, most paper men will admit hoping—few will venture to predict.

The subtlety of the fancy paper making process (and the fact that many of these have at one time or other been secrets belonging to one or a group of mills) has tended to set up a bond of silence among paper manufacturers which has greatly hampered the paper purchaser in his search for a knowledge of just what it is he purchases. Not that too many paper buyers have shown much interest in anything beyond design and price. Few have. But the number is growing as more and more companies become aware of the other desirable qualities which may be present or absent in any particular paper. Today, more frequently the purchaser is heard to question the seller on such points as color fastness, weight of coating, stain-proofing, scuff-proofing, printing qualities, etc.

Most mills can easily supply papers ideal for the particular needs of their clients...if these needs are made clear. But to make them clear, it is necessary for the buyer to know something of the process of paper manufacture. If you would prefer to rely upon the good judgement of your favorite paper salesman or box-maker (and, with good reason you may) there will be little need for you reading what comes beyond. But if you would like to know a little more about the paper you purchase, if you would like to rely with reason instead of upon faith—take a glance at the chart which you will find directly below.





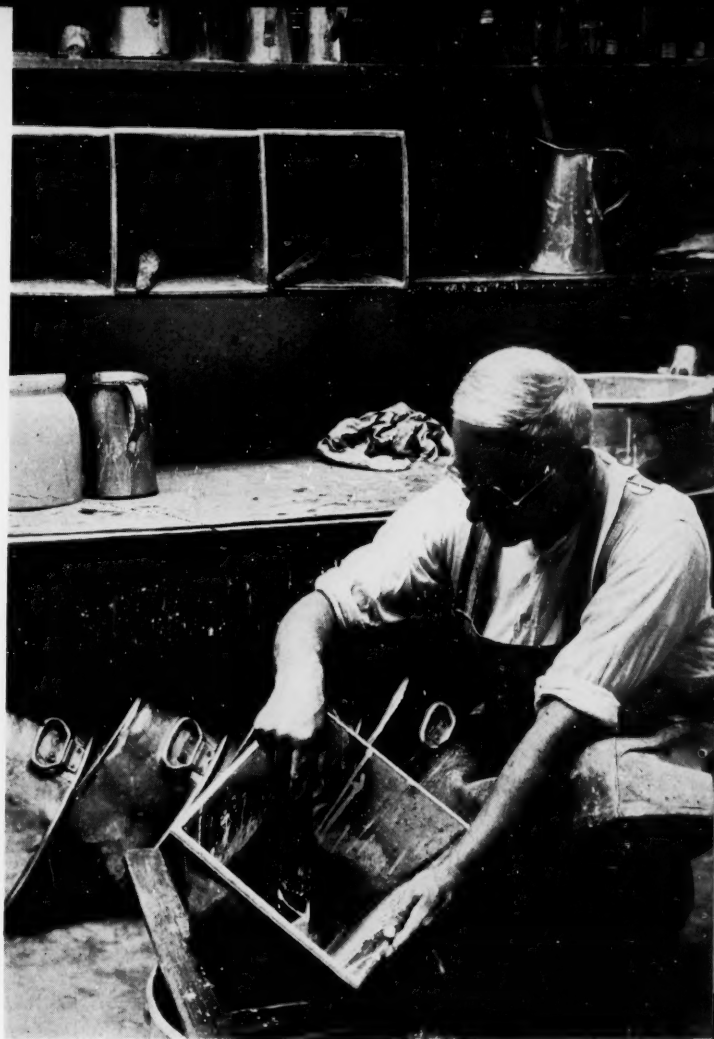
Paper mills live on re-orders. To make certain that every run of a given sheet is always the same, samples are taken of each color batch, tagged and filed for re-order time, possibly a week, maybe a year away

You will notice that, essentially, the creation of a fancy paper consists of two distinct types of operation. First you coat the raw paper stock, giving it a base color, white, red, pink, blue or what you will. Secondly you decorate or finish the coated stock by putting it through one or more further processings. You may decorate it by printing or embossing or by combining the two. You may surface it by embossing, flinting, calendering or friction-glazing. And here again, you may combine the first of these with any one of the other three.

Thus, you might find a paper of light blue background (applied by coating) with a two color pattern (applied by printing) and a raised surface (applied by embossing). You might, in fact, use the number of processing operations as a very rough guide to the price of a paper. You might—but if you are wise you won't—for many other factors enter into the cost, including quantity, frequency and volume of demand, cost of raw stock, size delivered and other similar considerations.

Consider first the coating operation. Most mills keep substantial stocks of finished papers on hand. When the stock of any pattern reaches a given depletion point, the raw stock from which that pattern is made is withdrawn from storage and sent to the coating rooms. Here it meets, at a machine that looks like a series of glorified street-sweepers' brushes, the coating material, consisting of casein and the proper color pigments processed to the desired consistency.

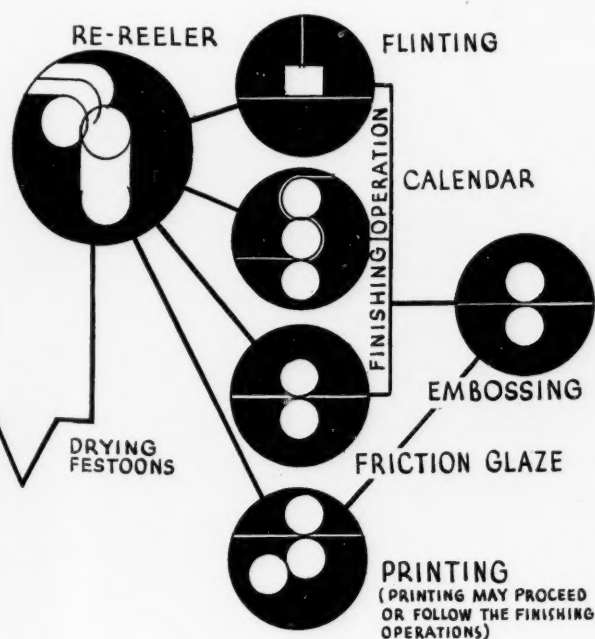
The actual process of coating is simple to describe but difficult to control. Briefly, it consists of what might be called "floating" the liquid coating mixture onto the moving ribbon of paper, brushing the paper to insure even distribution of the coat and then running the paper

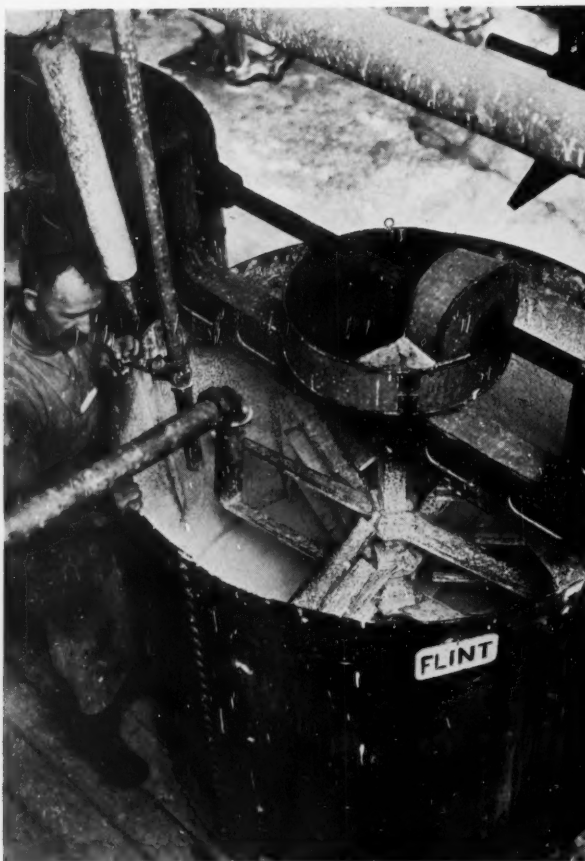


in festoons down a block-long gangway and back (during which time it is subjected to a blanket of warm dry air) and, finally, re-rolling and slitting the paper to remove the edges where the coat is imperfect. Most often, the raw stock is slightly more than double the width of the final roll, an additional center slit being made at the same time the edge slitting operation is performed. Thus the process starts with a wide roll of raw stock and ends with two rolls of coated stock. In special cases this last slitting operation may be omitted or the number of final slits be increased.

If the paper is to be a one tone, embossed sheet—as in the case of an imitation leather—the coated rolls proceed to an embossing machine, consisting essentially of a chromium faced steel "male" roll and a female roll made of thousands of layers of paper disks set so that their edges form the surface of the roll. Whenever a new roll is placed in a machine, it is run for a period to "work-up" the female roller, making it take the impression of the steel roll. Then, when the now coated stock is admitted to the machine, the female roller maintains sufficient pressure to permit of embossing but so distributes the strain as to prevent breaking of the papers fibres. As it passes through the embossing rolls the paper is re-wound.

Suppose your paper is to be provided with a hard, glossy surface—to be glazed, rather than embossed. It





The prepared color is combined with casein in beaters such as the one shown above—where steam keeps it at the proper temperature while the revolving arms insure thorough mixing. The granular casein dissolves, gradually takes on the even color desired. Samples are sent, then, to the laboratories, checked against the original color sample, and adjustments in the mixture are accordingly made while the cooking progresses

would then proceed to either of three machines.

The simplest and least costly surfacing process is known as calendering. The paper is passed through a series of infinitely smooth rolls which by their very pressure provide a soft, silky gloss.

Slower, and hence more costly, is the friction glazing process. Here a machine basically similar to the calendering machine is used, but the roll on the coated side of the paper moves at a speed slightly different from that of the paper itself, thus rubbing the casein coating to a hard, finely polished surface.

The third alternative is the flinting process. In principle it corresponds to the friction method. In practice it differs radically. The flinting machine resembles a giant grasshopper, consisting, as it does, of a long, ceiling suspended arm which carries a stone back and forth across the slowly moving paper—polishing a strip about one-half inch wide at each stroke.

The glaze applied by flinting is harder, the polish higher than that of both the other processes. The speed is infinitely slower. The cost is therefore substantially greater. Yet the finished product is so



The coating machine (above) is the heart of the process. The workman is here adding additional coating material to the machine's reservoir while the brushes continue to whirr it onto the paper in smooth, even strokes. From this point the paper progresses to the festoons—similar to the printing machine festoons on the top of the second page following—and, after a three or four hundred foot drying journey, returns to the re-reeler

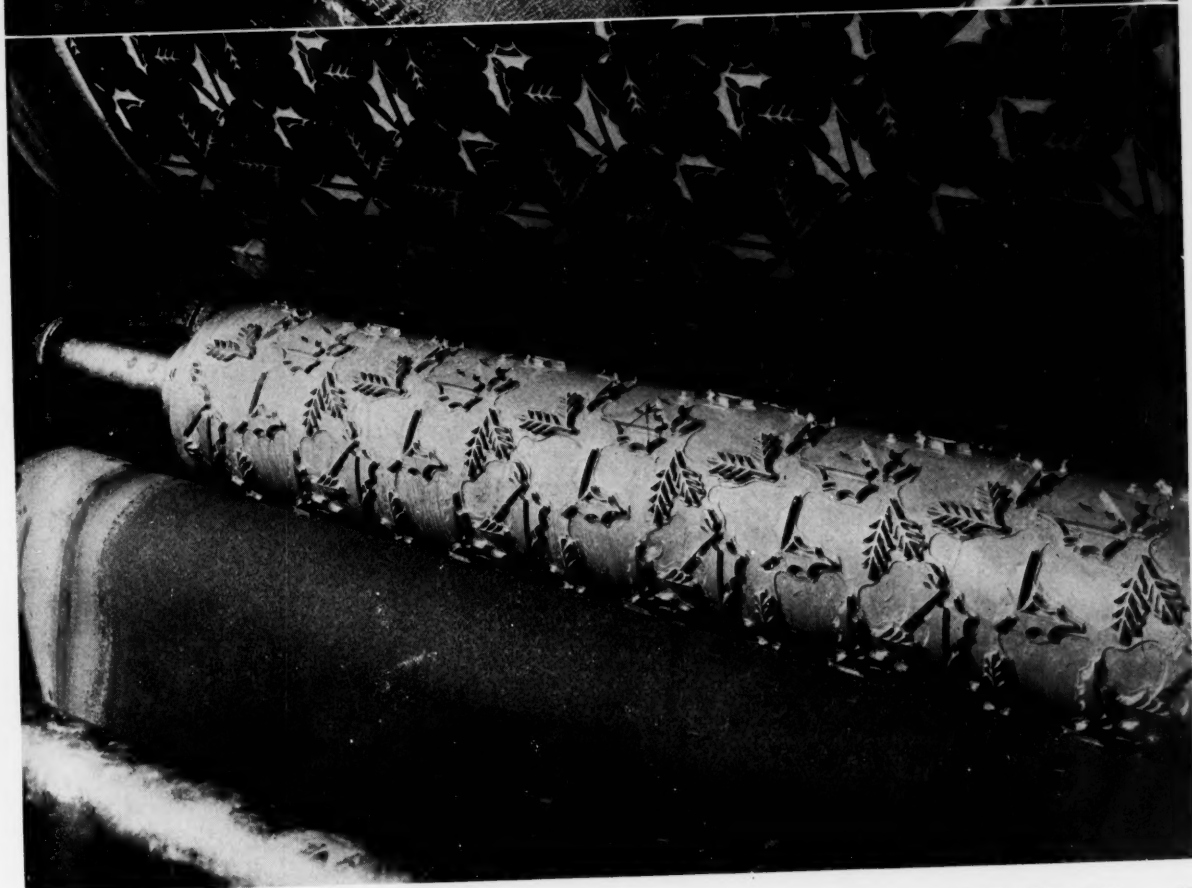
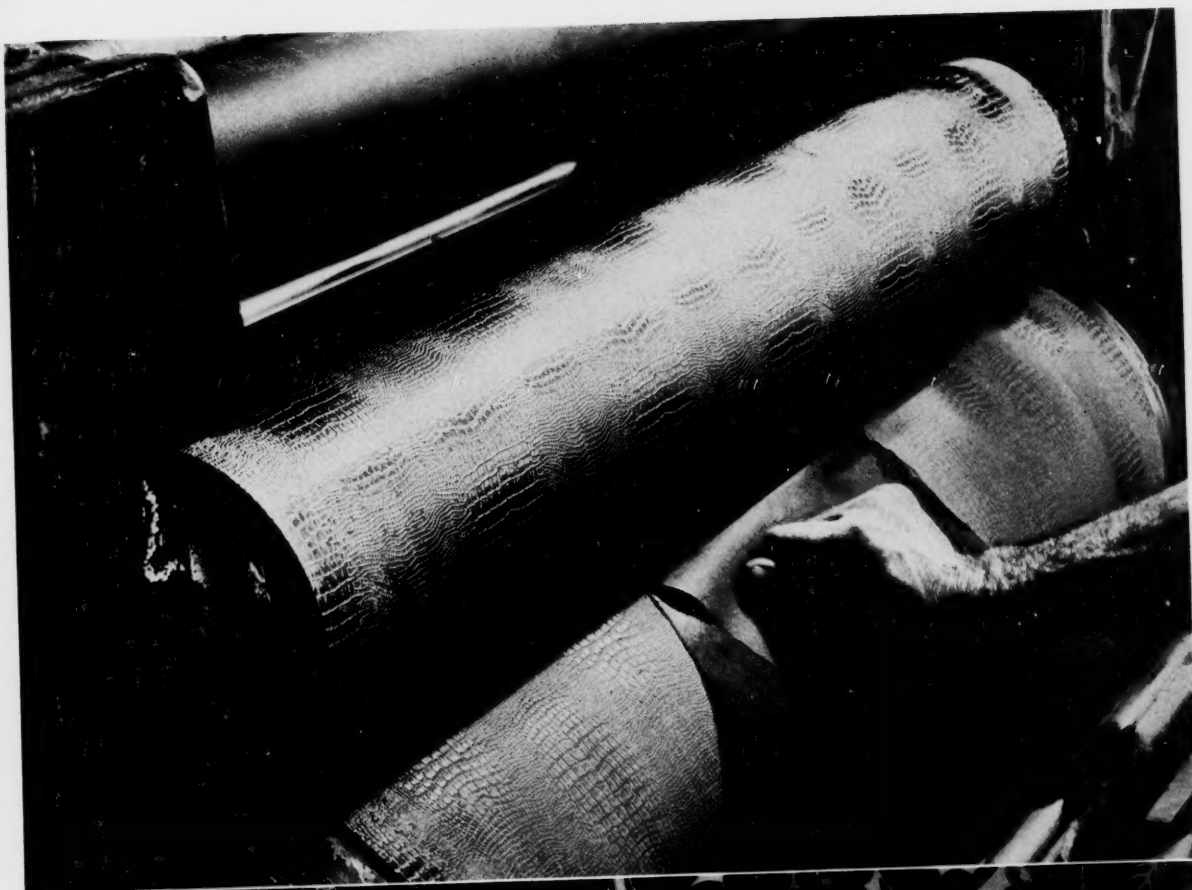
At the upper right is shown paper being fed into the embossing machine. The upper roll is steel, chromium faced for long wear. The lower consists of up-ended paper disks held under pressure. If the paper being embossed has a hard surface it may be slightly moistened to prevent so-called "cockle"—a buckling due to the strain of the embossing rolls

Here (lower right) printing begins. The rubber blanket inks the high-relief printing roller which transfers the design to the moving paper. Papers printed in several colors must go through the process several times. The printing pattern must be so planned as to repeat with each revolution of the roll or, to put it otherwise, the printing roll must contain one continuous pattern on its cylinder with no beginning and no end

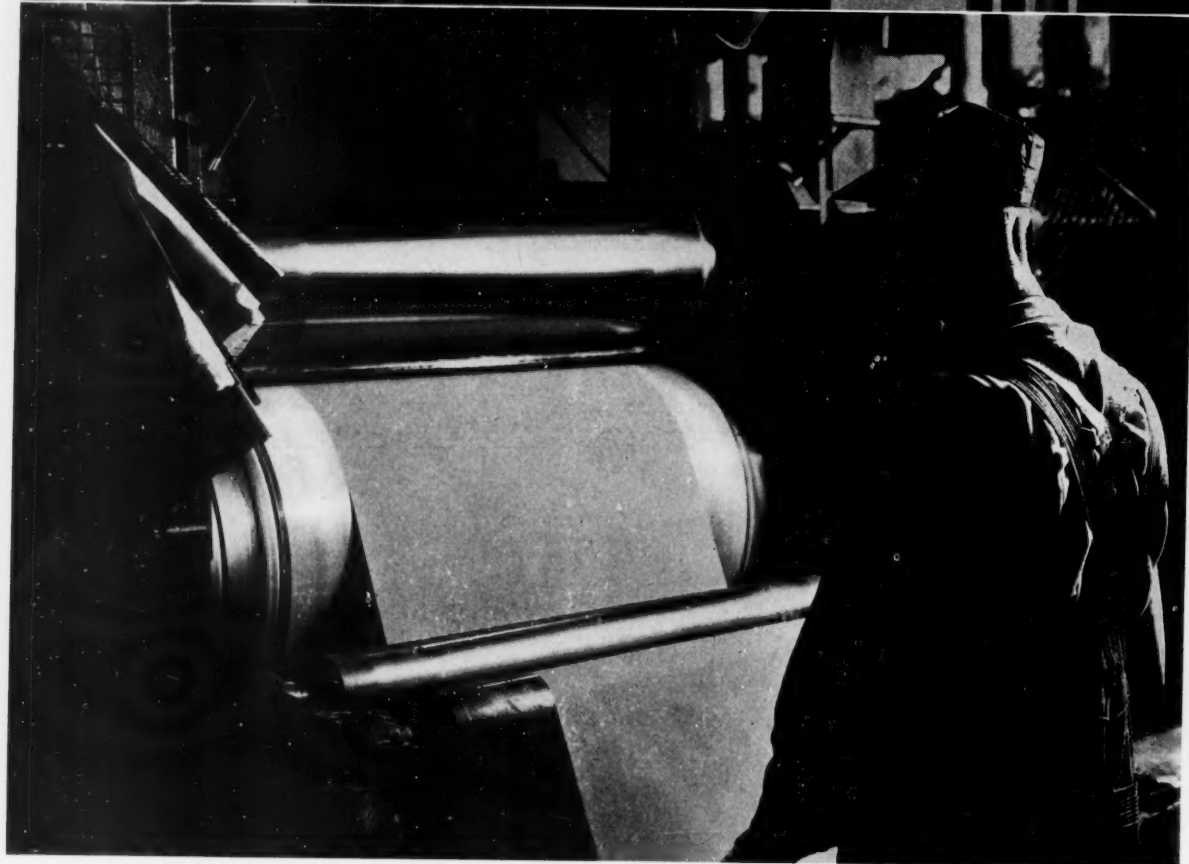
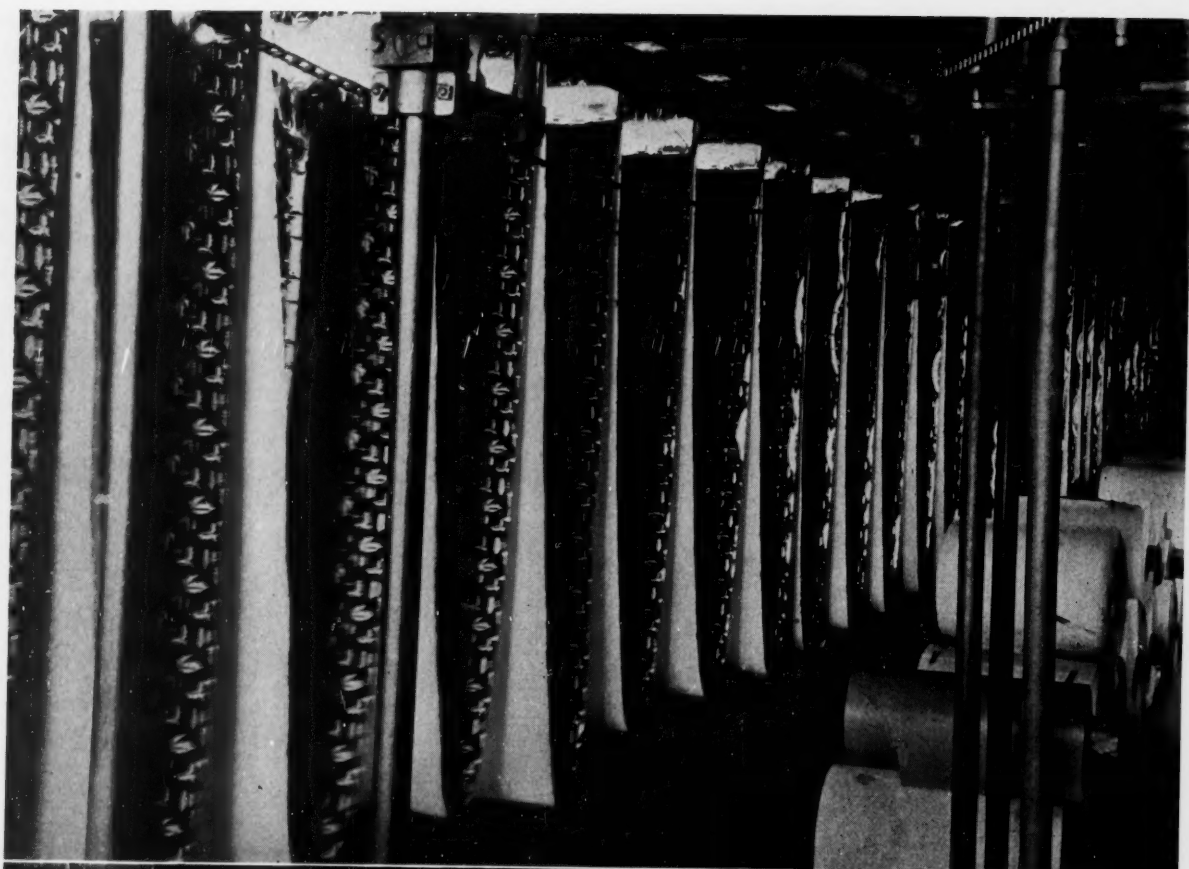
bright, so attractive and so resistant to wear as to fully justify the extra expense in the minds of many paper purchasers.

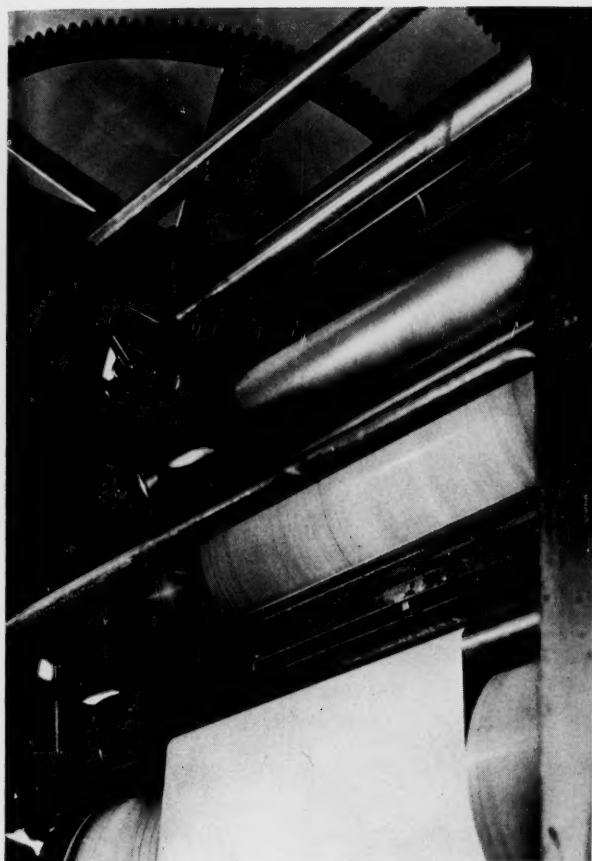
Last of all, we have the printing process—a hybrid between fine rotary printing and the coating machine. Here high-relief printing rolls apply the design to the moving sheet after which it passes once more down a festooned gangway until dry enough for re-reeling.

Remember that the number of processings (and their sequence) is dependent upon the effect desired on the finished sheet. Remember also that the average mill

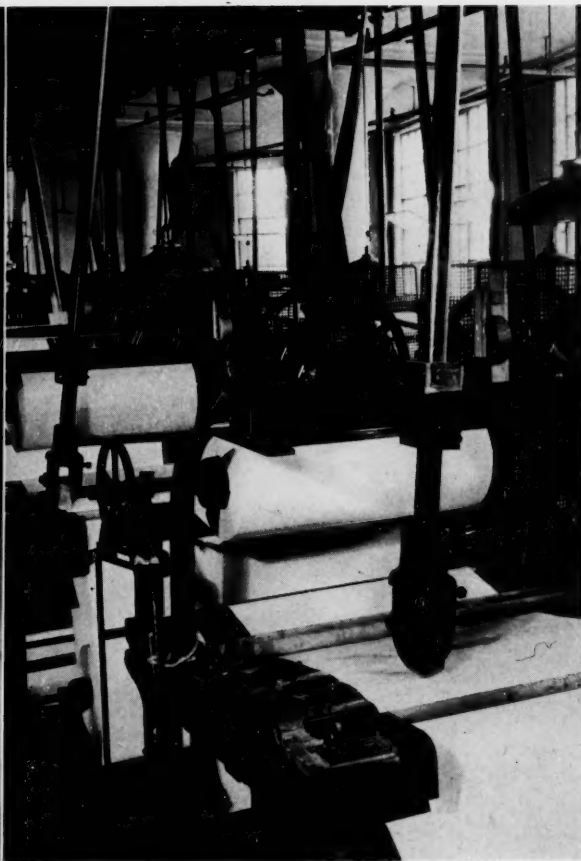








Left, above: The printed web dries out on these moving festoons, just as, previously, the coated web dried on similar festoon gangways. At the end—after warm, dry air has done its work—the sheet is re-rolled and either shipped, sheeted, slit or stored



Calendering is similar to friction glazing with this difference: instead of friction and pressure, pressure alone is relied upon to give the polish. Such pressure must be carefully controlled to give the utmost in polish without breaking the moving web of paper

Lower left: Friction glazing is a simple process. The paper passes over the large roll while the small, upper roll moves its finely polished surface by at a faster clip. Resulting rubbing action provides a smooth surface to the casein coat

Most interesting, most expensive, slowest is the flinting process. The moving arm passes back and forth across the paper, flints possibly three square inches at a stroke. But when the arm passes a point, that point has the highest, most enduring glaze that can be applied

has a library of several hundred embossing rolls and an almost equal number of printing rolls—that colors can be almost infinitely varied—and you will thus understand that the average mill could produce literally thousands of different papers.

The word *could* is important. For stock purposes, the mill can afford to produce only those combinations of design, color and finish for which a sufficient demand exists or can be made to exist. For special orders, however, most mills can and will give you any combination of the above-named factors that you desire. Remember, though, when you make your demands, that for each process there is a certain minimum run factor, below which point your costs will skyrocket. Thus it takes as much time and labor to mix a small batch of coating as it does to mix a much larger batch. It takes just as long to set up a printing machine for one roll as for a hundred. If you demand small runs, expect to pay the full minimum factor. Better still, don't demand special runs on small orders.

And, on the subject of special runs, remember that

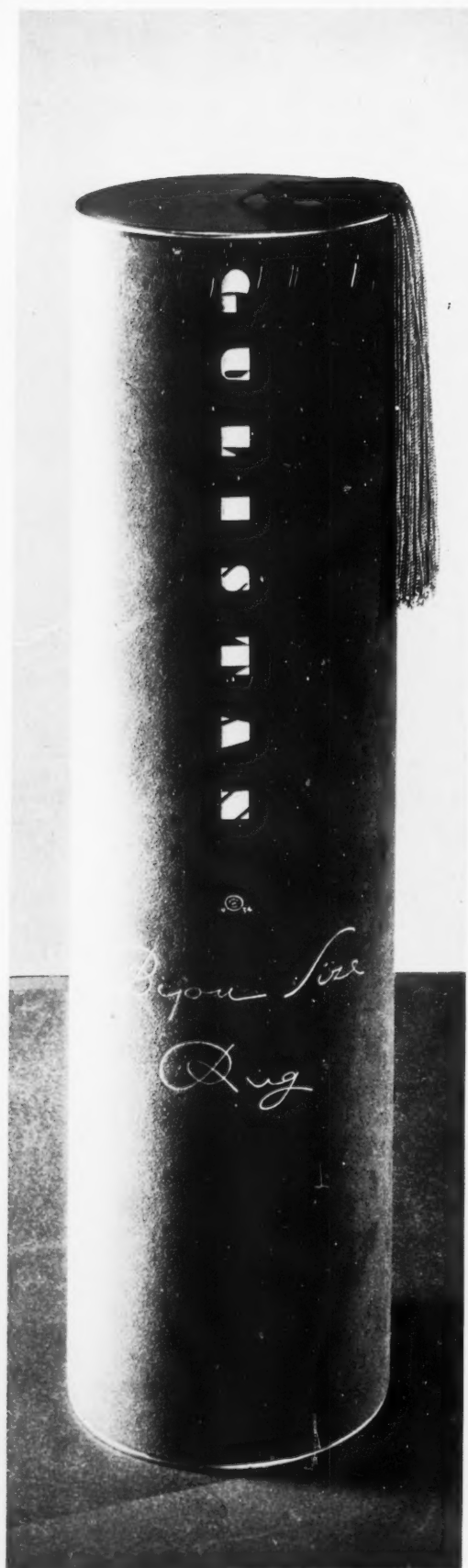
it is perfectly possible for you to have a special paper made with your own design or your own embossing. Remember also that printing or embossing rolls cost at least two hundred dollars—often more. On the other hand, remember to assess your costs against a long series of re-runs, for such rolls last a long, long time. Best advice: Tell your mill just what you want, have them figure on that and on one or two compromises, then select the method that best fits your purse. If you can't place an order for at least a hundred reems, forget about a private paper and remember that there are an enormous number of astonishingly fine stock items available.

Other articles, which will similarly deal with materials constantly used by manufacturers who package their products, will appear in subsequent issues. These are being written from a non-technical standpoint so that they may be readily understood by those who should have a speaking acquaintance with such materials.—Editor



## A SALES STIMULANT FOR RUGS

by Marcy Babbitt



GUSTAV JENSEN has recently designed a new rug package for A. & M. Karagheusian, Inc., manufacturers of Gulistan rugs. This package manifests the excellence and beauty of design characteristic of the work of this capable designer. It is unquestionably an outstanding job of design and demonstrates an example of artistic and distinguished packaging made possible through expert modern design.

The new rug package utilizes the cylindrical shape,  $18\frac{3}{4}$  in. tall and 5 in. in diameter, to achieve its grace and elegance of line. The cylinder has been covered in brown French suedine. The soft, deep texture of this material has an appeal that is strongly feminine and will entice women to life up the package so that they may feel of its velvety quality, and thus will create a desire for its possession.

The texture of the material and the swing of the cylinder combine in revealing the lovely shadings and gradations of the package. Gold lettering, beautifully executed, carries the designation Gulistan, and the words "Bijou Size Rug" appear in fine gold script.

A subtle touch of the Orient has been injected into the package by the use of a heavy gold silk tassel emerging from the top of the package. This tassel falls gracefully out of the cap which fits into the top of the package. This cap is constructed of white board and is covered with gold paper. White rolled board has been employed in the construction of the package and a metal base provides added strength.

Color plays an important part in carrying out a design which is both delicate and distinguished. The brown suedine, curved around the cylinder, develops golden shadings that are deep and soft and do not interfere with the general scheme of design for subdued and dignified beauty. Mr. Jensen originally selected the color brown. The manufacturers, however, before they finally decided on this color for the package, took a vote on various colors among three groups of women. Mr. Jensen's choice was upheld. All three groups voted for the color brown.

A rug in a package would seem to be a radical step in merchandising. Commodities such as cereals, soaps, ketchup, etc., naturally find themselves subjects for packaging. But to employ modern packaging as a medium for the sale of rugs is to do the new and unusual.

The idea of a package for rugs originally came to A. & M. Karagheusian, Inc., some four years ago. At that time the company was seriously considering some method of producing a sample of its regular sized rugs which could be sold to women as a low priced item of mer- (Continued on page 94)

## FROM BEAN TO BEVERAGE

The Ryan Coffee Corporation Employs New Scientific and Economical Methods in Roasting, Grinding and Packaging to Reduce Costs and Improve Coffee Quality

THE United States of America is a coffee drinking nation, consuming approximately one-half the amount used in the entire world, although possessing but one-tenth of the world's total population. Anything that affects coffee and the coffee industry, therefore, affects the nation.

To say that coffee merits the appellation, "America's Favorite Drink" is to put it mildly. It is the indispensable constituent of the breakfast table—the boon companion of luncheon and dinner—the *bon vivant* of afternoon and evening. Whenever the average American thinks of food, he thinks of coffee as the apex of his meal. When he is tired and needs refreshment, he thinks of coffee. When he is cold and wants warming, he thinks of coffee. He orders it automatically. It is served to him almost as a matter of course, whether he orders it or not.

America is definitely coffee-conscious. The intensive advertising and educational activities of the coffee roasters and distributors during the past decade have contributed to this to a marked degree. Strenuous efforts have been made to make the public brand-conscious and package-conscious. A campaign to educate the public in the importance of *fresh* coffee has resulted in a demand for the vacuum-pack.

As would be expected, coffee consumption in the United States has increased steadily, with the increase in population. It has done more than that. It has shown a steady increase in



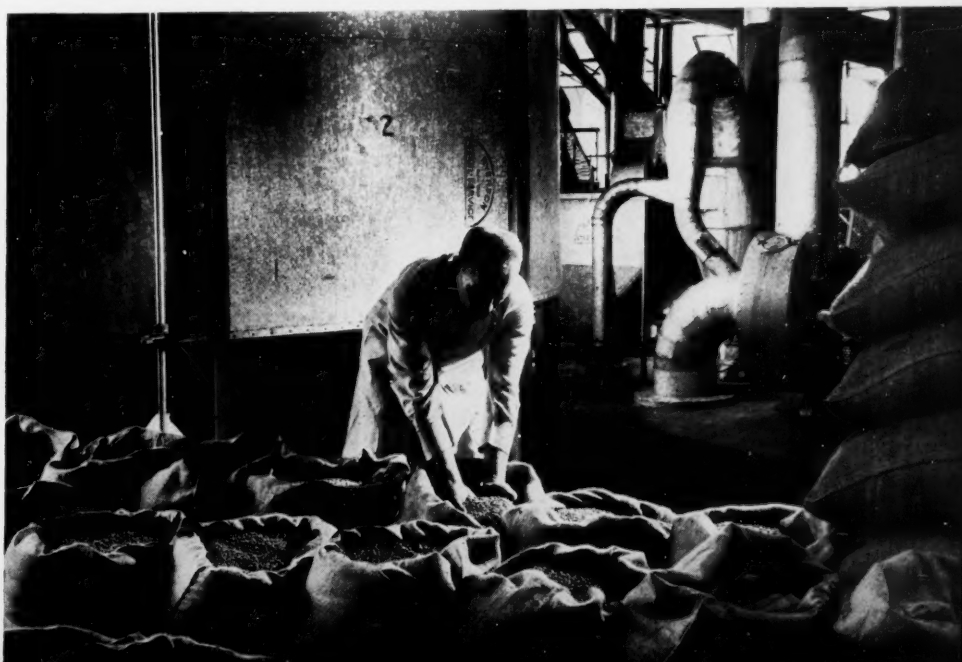
Sacks of green coffee are hoisted by elevator to the top floor. Here commences the continuous operation "from bean to beverage." Photographs by Rittase

per capita consumption, as is shown in the following figures: In 1890 coffee importations into this country approached, what was considered then, the "astounding" figures of 600,000,000 lbs. a year. By 1910 importations had increased to more than 850,000,000 or an average of 9.33 lbs. per capita. In 1920 these figures had advanced to about a billion and a quarter pounds a year—a per capita increase to 11.70 lbs. In 1930 importations reached nearly to the billion and a half mark with a

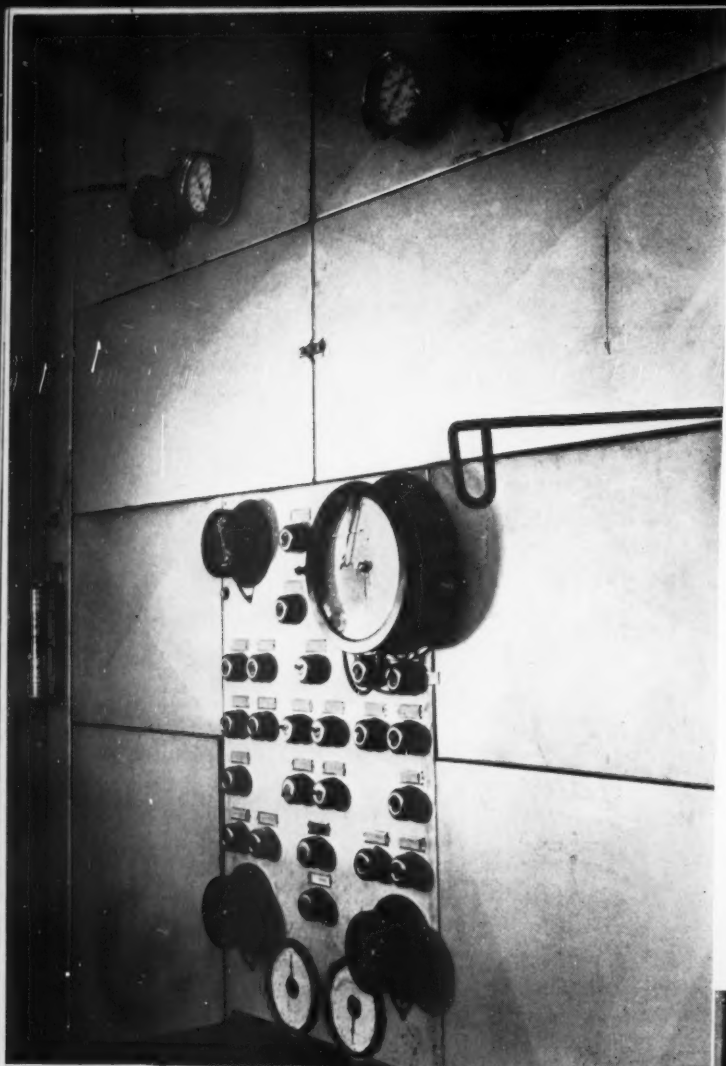
per capita of 13.94 lbs., or approximately a consumption of one pound of coffee per family per week. All of which proves that the average American will do without many things if he has to—but he *must have his coffee*.

The origin of coffee as a beverage is still somewhat of a mystery. It is generally conceded, however, that its original home was Ethiopia and that it was first introduced into Europe from Arabia and Syria around the middle of the 17th century.

Parenthetically, it is interesting to note that the



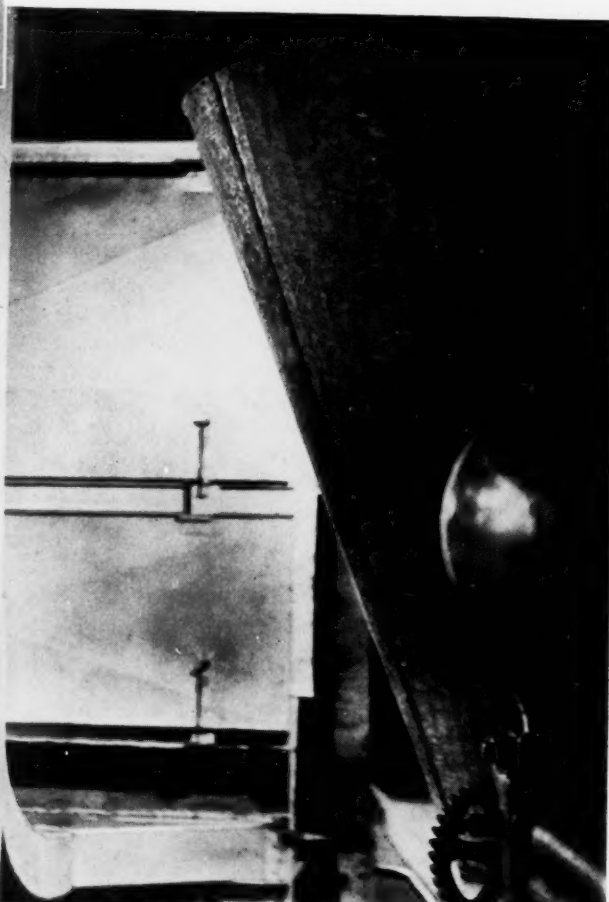
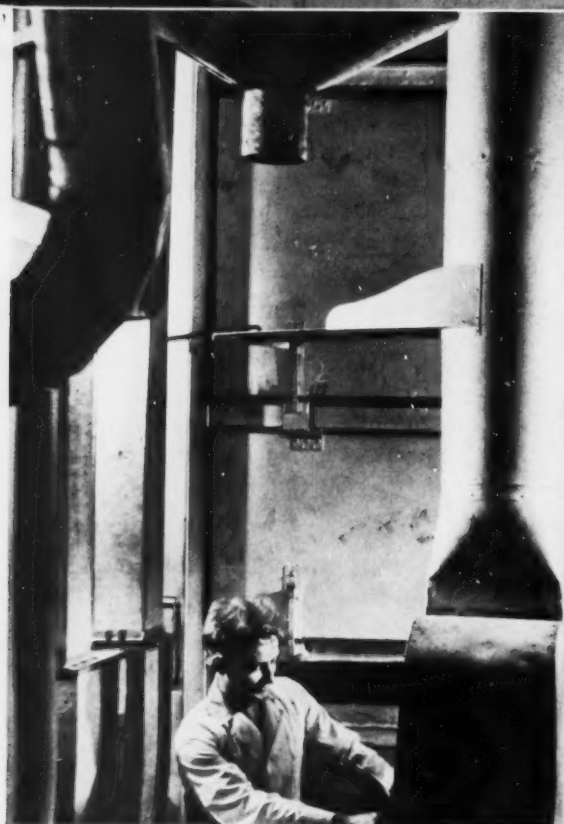
Bags are opened for testing and blend determination. The green beans proceed via chute, to suction screen cleaners



three principal dietetical beverages of the world were introduced in Europe at about the same time. Cocoa was the first, having been brought from America by the Spaniards who kept its method of preparation a secret for a century and a half. Coffee was the second, introduced from Arabia. Tea was third, brought from China by the Portuguese.

The first written record of coffee being served in England is found in the journal of one Thomas Rugg, dated September 22, 1651, stated that "cophee" was being served at Sultanese Head, a "cophee" house by the Royal Exchange, London. Coffee houses rapidly became very much the vogue, both in England and on the Continent and the new beverage was received with enthusiasm. So much so that during the Protectorate, Oliver Cromwell ordered the coffee houses closed on the grounds that they "nourished sedition, spread lies and scandalized great men." However, coffee had already become necessary to the English people and we may perhaps attribute the early development of home consumption partly to this effort at *suppression* and *prohibition*. With the settlement of America, coffee followed the emigrants as a matter of course, with the results already noted.

At left: The pulse of the roaster. Controls regulate the use of temperatures exceeding 1000 degrees Fahrenheit. Below: Not the "Cave of the Winds" but the huge Ryan automatic roaster where "no flame touches the coffee"





Coffee education and modern packaging are moving along hand in hand, and today the American housewife instinctively selects the coffee proffered in the modern package—preferably the vacuum pack. The idea of fresh coffee, however, is actually as old as coffee itself. Only a generation ago, small home coffee mills were to be found in almost every kitchen. Coffee was purchased in the green bean and roasted in the home. Every morning enough for breakfast was freshly ground and the aroma of rich, full-flavored coffee filled every American kitchen. That aroma is still prevalent, but coffee comes into the modern home, ground and ready for use, kept fresh in vacuum by modern packaging methods.

It is with considerable interest, therefore, that the activities of a relatively newcomer in the coffee roasting and packing field are being viewed, particularly when this newcomer is going places and doing things. While, as an organization, the Ryan Coffee Corporation is relatively new, the individuals comprising it are neither new to the coffee roasting industry or to the packaging field. Back of them are long years of experience, skill and training, all of which have been brought to bear upon the business of roasting, grinding and packaging coffee, with results that bid fair to be startling.

In order to produce a high-grade coffee that will stand on merit and sell at a price that will command attention, the Ryan Coffee Corporation has developed new twists in roasting, grinding and packaging that, in operation and result, are revolutionary. In a spirit truly American, ingenuity, plus keen scientific knowledge and extensive experience, both in coffee roasting and modern packaging, were applied to the problem.

In what is, in effect, one continuous operation, green coffee is received upon the loading platforms of the Ryan Coffee Corporation and moved continuously through the various stages of blending, roasting, grinding and packaging without deviation or interruption. And all of this by a process that gives indication of revolutionizing not only coffee packing methods but may possibly have a dominant influence on other canned products as well.

An indication of the scientific angle of approach adopted by the Ryan Coffee Corporation is found in the situation of the Ryan factory. The Munson Steamship Company transports the largest proportion of coffee brought into New York. Opposite the Munson Line piers in Brooklyn is the New York Dock Terminal, and there the Ryan factory is located—literally just across the street from its principal source of supply. Incidentally, the New York Dock Terminal is the most important concentration and storage point for coffee in any consuming market in the world.

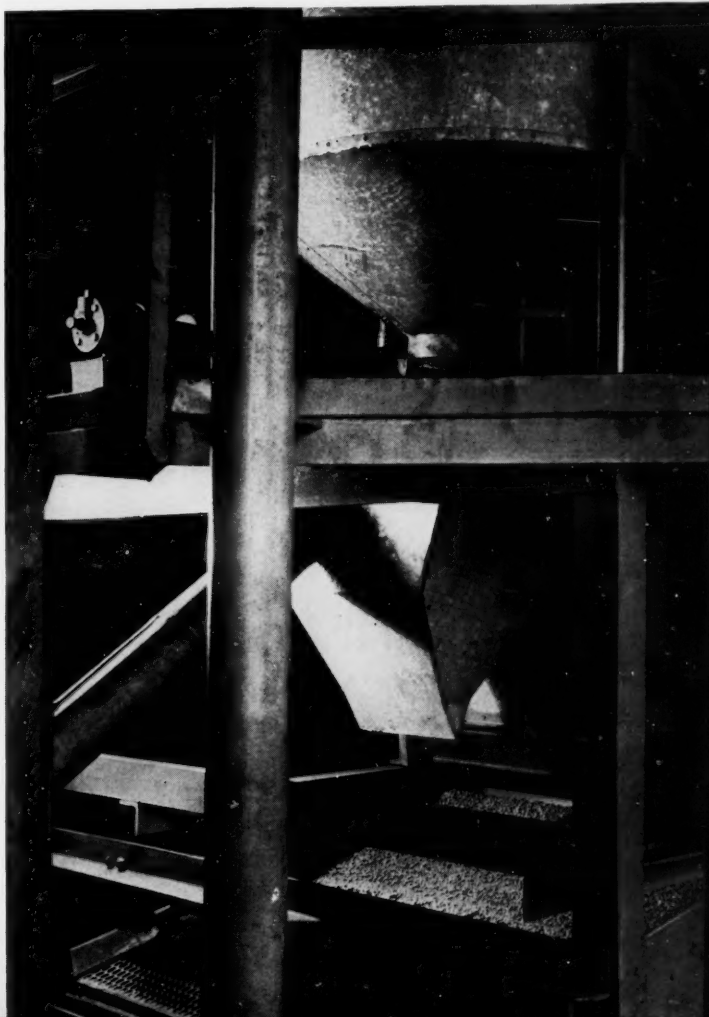
Bags of green coffee are dropped into the basement of the Ryan plant and hoisted by conveyor to the top floor of this roomy three-storied factory. Samples of each lot are carefully tested by coffee experts for flavor,

aroma and other factors controlling the quality of coffee and determining the blend.

From then on the entire Ryan process is wholly automatic, the only manual operation being the opening of the bags before emptying into a chute on the third floor. The green beans from this chute travel by gravity to suction screen machines on the floor below, where they are actually vacuum-cleaned. A separating device feeds the beans to the cleaning screen so that as they travel they are spaced widely apart. The constant and rapid oscillation of the screen shakes all chaff and dust away, to be drawn by suction into closed dust bins. The efficiency of this machine is attested by the large amount of chaff and dust which is constantly accumulating in the bin.

The cleaned green beans are then conveyed to their section of the large blending tank on the top floor where the different types of coffees are accurately measured and perfectly intermixed. Samples taken from this tank invariably show perfect uniformity in flavor, aroma, and other physical properties. This blending, like all of the Ryan processes, is automatic and an exclusive development.

Immediately beneath the blending tank, on the second floor, is a huge roaster. Here we meet an important and revolutionary step. For generations coffee has been roasted by revolving it in large perforated steel drums, through the sides of which, or directly into which, sheets or tongues of flame are



The green coffee vacuum cleaner which removes all the dust before the coffee is roasted



Weighing and filling two hundred pounds of coffee per minute. No wheels, no cams—all electrically operated

injected. Trained coffee roasters have endeavored to gauge, by eye, the correct degree of roast. Such determination of roasting by color is manifestly unscientific. With such a method there is always the danger of charring and burning away essential flavor

oils, often resulting in scorched roasts, and it is impossible to obtain that uniformity which is so important.

The Ryan process is anything but unscientific. The Ryan roasting machine is absolutely automatic. It makes possible the use of temperatures exceeding



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1,000 deg F, and yet no flame ever touches the coffee. The beans are fed automatically into a series of super-heated areas in which they are kept in constant motion. Continuous applications of heated air are supplied to the areas. Each bean is thus *surrounded* by hot air, and a uniform, even roast is assured at all times. Even trained coffee roaster men of long experience are certain to vary from roast to roast, whereas the Ryan method of temperature control is absolutely unerring in determining scientifically the proper degree to which coffee should be roasted.

All parts of the Ryan roaster are sealed in a huge insulated cabinet. The operator sits in the front of a large instrument panel. Lights flash, bells ring, pyrometers and other meters show the conditions within the roaster and guide the operator in its control.

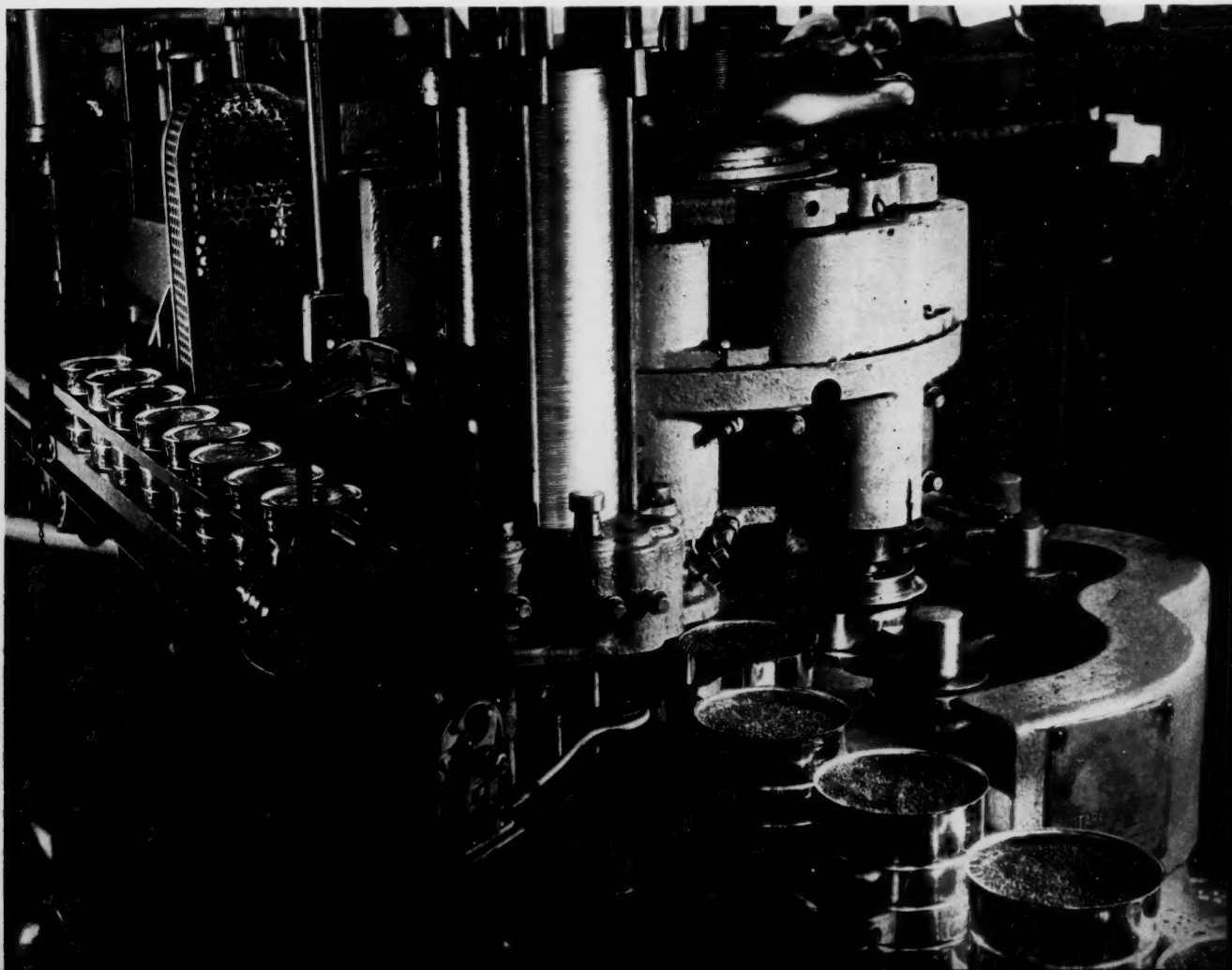
The company has also developed an entirely new method of cooling the coffee beans after roasting has been completed. Traditional methods have been to cool the roast by spraying a volume of water over it, many of the old-timers professing to believe that the addition of an amount of water at this point improved the flavor. The result, however, is false weight and soggy or otherwise damaged coffee.

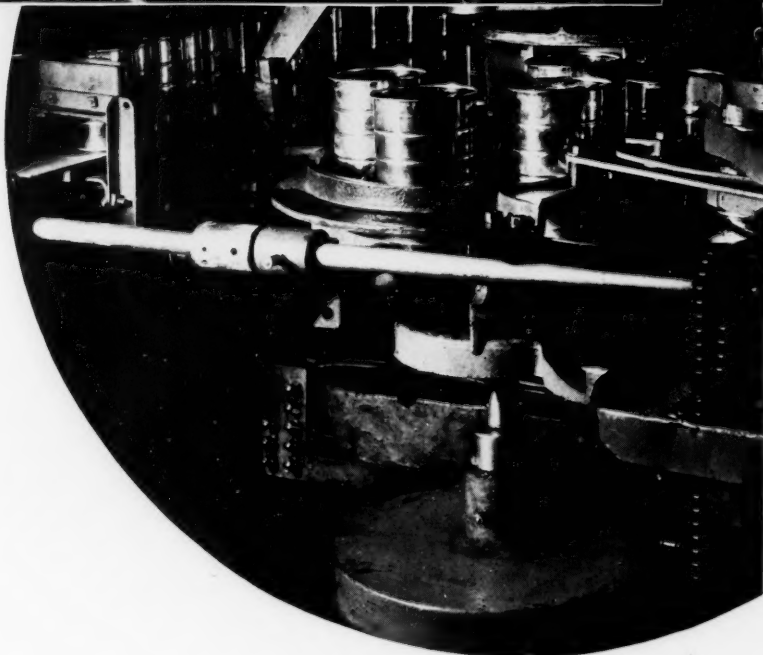
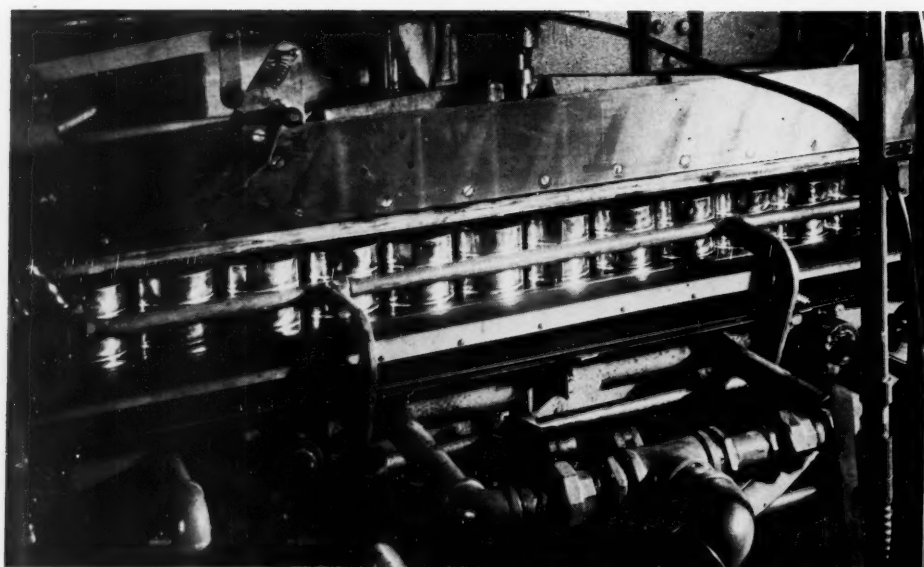
The Ryan method employs the use of refrigerated cold air which is forced into a cooling area to which the coffee has been automatically removed, after

having reached the correct degree of temperature. In fact, the cooling process may be said to begin before the cooking process has been completed. The Ryan method will, after the initial introduction of the green coffee into the first super-heated roasting area, remove the coffee to a lower heat area thereby retarding the roasting and allowing the coffee to cook *internally*. After this, an application of high temperature is again supplied. This is positive insurance against charring and produces a uniformity of roast *all through* the bean. When the roasting process is completed, the cooling is done very rapidly and in a manner that is a notable step forward in preserving fine flavor and sealing the aroma *in the coffee*.

A determining factor in enabling the consumer to obtain full flavor extraction requires that the roasted coffee bean be *cut* very finely, but without crushing or mulling the cells. The cells are the storage houses of the fine essences and flavor oils of the coffee. They should be preserved, and yet the cutting must be very fine, so that the largest possible percentage of cells will be exposed to the quick, free action of water during the coffee brewing process. The preponderance of cell exposure in the Ryan "Diamond-Cut" coffee releases a larger percentage of flavor content than would be the case with coarsely ground coffee, or with the usual commercial grind containing an undue percentage

Each filled can receives its cover, loosely crimped, before proceeding to the vacuum sealing chamber





Above: A unit group of filled and loosely capped cans ready to be moved en masse into the vacuum sealing chamber. Below: Looking inside the Ryan Sani-Fresh packing machine. Here, during operations, the sealing area is entirely closed to the outer atmosphere at all times so that it is possible to enter and discharge products without simultaneously admitting air during each operation. Likewise, in the processing operation in which preservative gas may be introduced, full control of gaseous pressure is assured, and retrieval of gas during the continuous cycles of entrance and exit of products is accomplished as a regular automatic function of the machine. The front plate of the vacuum chamber has been removed to show the travel of the cans. . .

of coarse particles combined with an excess of pulverized dust. It is this dust, incidentally, which is responsible for the sediment in the brewed coffee cup, and its practical elimination in the Ryan "Diamond-Cut" coffee is a commendable innovation.

Like other Ryan equipment, the machine which produces this distinctive "Diamond-Cut" coffee is also a new development. Its output flows steadily in an aro-

matic stream, and is entirely uniform from the first pound until the last. It is sand-like in appearance and contains practically no dust or chaff. This cutting machine is capable of a volume of approximately 6,000 lbs. per hour, whereas average commercial grinders customarily produce no more than 1,500 to 2,000 lbs. when adjusted to a fine granulation. Upon leaving the cutting machine, the coffee is carried through tubes to the

weighing and filling machine. This automatic weigher and filler, another Ryan creation, also works on an entirely new principle, making possible the weighing of 200 lbs. or more per minute with greatest accuracy. A feature of this machine is that it contains no wheels or cams that would require time to revolve. It is entirely electric, and the distance required for its tripping action has been so greatly reduced in comparison with standard commercial weighers as to be hardly discernible during its operation. The Ryan weigher, with a capacity of 200 cans per minute, is almost lightning-like in its operation. Its principle of weighing and filling may be adapted to any fine solids or powdery substances and also to the measurement of liquids.

While it must be admitted that the Ryan company's methods of blending, roasting, grinding and weighing are new, rapid and economical, the Ryan "Sani-Fresh" packing machine is a marvel of mechanical ingenuity.

In the first place, it is said to be the only machine that combines the facility for packing products either under vacuum or under a preservative gas. Products such as coffee, cocoa, baking powder and similar fine solid substances which break down or grow rancid in the presence of oxygen, and which can only be kept fresh through complete air elimination during the packing process, are fit subjects for the Sani-Fresh method of vacuum-packing. The same applies also to liquids which require vacuumization. However, when it is beneficial to any product to introduce a preservative gas before sealing, the Ryan machine can be easily and quickly adjusted for gas-packing. In the gas-packing process, the product is first vacuum-

ized and then proceeds rapidly into the sealing area which has already been charged with a selected preservative gas, under which the product may be hermetically sealed.

Because the sealing area of the Ryan Sani-Fresh packing machine is entirely closed to the outer atmosphere at all times it is possible to enter and discharge products without simultaneously admitting air during each operation. As a result, an unusually high and consistently uniform vacuum may be maintained. For the same reason, during the gas-packing process, full control of gaseous pressure is assured, and retrieval of gas during the continuous cycles of entrance and exit of products is accomplished as a regular automatic function of the machine.

This machine operates with uncanny speed and precision. Through it not single cans but large groups of cans in timed and regulated sequence automatically make their entrance and take their exit like well-drilled soldiers on parade. They move from the outer atmosphere, through areas of progressively changing pressures, into and through the sealing chamber and back again to the atmosphere in endless procession.

The entire Ryan process of weighing, filling and packing is a most interesting one to witness. Empty cans drop by gravity through a chute to the weighing and filling machine. They pause, are filled and move on. During their travel, they receive their covers loosely crimped in place. Suddenly they halt and are grouped before the packing machine. The machine opens a yawning mouth and the cans enter and are swallowed from view. Then, completely isolated from

... which reappear in group alignment on the discharge side of the vacuum packer—completely sealed







ready for shipment and distribution to grocers' shelves.

It is interesting to note that because of the high vacuum and variable gas pressures that are possible in the Sani-Fresh packing machine, it was necessary for the Ryan corporation to develop a special can with three protective beads around its side wall. Unbeaded cans collapsed immediately upon being returned to the atmosphere after having travelled through the high vacuum area in which they were

Smiling through, via gravity travel, to the labeling machine. Below:  
The sealed packages entering the labeler

the outer atmosphere in a preliminary treating chamber, all air is removed by huge vacuum pumps that labor and strain without rest.

With this initial step accomplished, the cans and their contents are ready for admission into the inner sealing area. Automatically a way is made for them and they proceed quickly into this inner sanctum. Here they are sealed either under a high vacuum or under a preservative gas, whichever the machine has been adjusted for. After sealing, the cans move into a grouped position for exit from the inner area. An opening appears and, without hesitancy, they travel out in perfect alignment and are simultaneously isolated from this area. They are then ready for their return to the world of atmosphere, which is accomplished in one final parting move from the exit chamber. But their travels are not yet over, for there are still labels to be received, and a snug place in a packing case awaiting them. They continue on their way, and for a few moments disappear from view into an elevator. They are lifted to the ceiling, from which point they start a spiralling roll downward, and, finally, after picking up their labels, they come to rest in a container,



sealed. The Ryan corporation uses a more economical can and this saving is passed along to the consumer. Whereas other coffee packers use the key-opening type, the housewife can open Ryan cans with a can opener. As a people we are becoming more and more adept in the use of can openers and this introduces no new problem to the housewife.

Not only is the Sani-Fresh packing machine capable of producing a higher degree (Continued on page 80)

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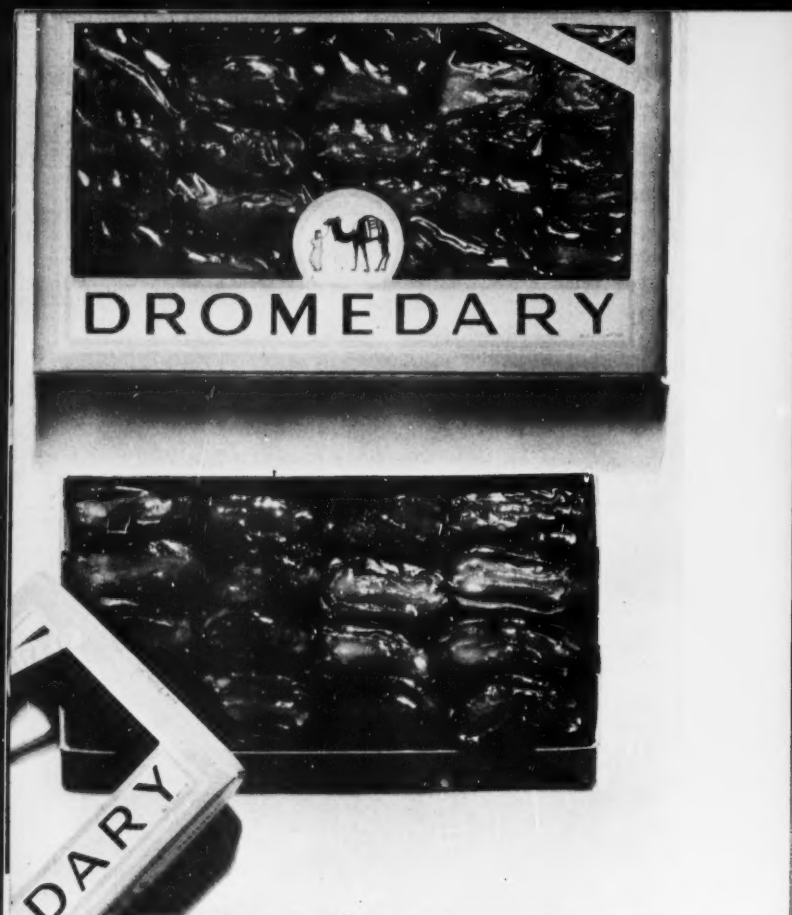
The photograph reproduced above scarcely requires a caption. Yet in the August issue of *The Phoenix Flame*, in which it originally appeared, we find the following: "Darkly glistening in its container of crystal-clear glass, White Rose Strawberry Jam (product of Seeman Brothers, Inc.) hints broadly at the flavor, bouquet and goodness you will discover when you unclasp the band and lift up the disc of the Phoenix Compo Cap." Which is an excellent way of saying you will like the product as well as you do the package. The photograph is by Hectfield-Tillou.



From the West Coast comes the group of confectionery boxes pictured below, made by Raisin & Thiebaut Brothers, Ltd. These constitute a small selection from a number

of the most popular boxes made by this company and indicate a smartness in box creation that vies with the best of those used in the candy field. All are metal foil covered, and embossed to accentuate lettering or decoration. The Townsend and Ultra boxes are black and silver; Miss Saylor's is black, red and gold, and Societe is orange, black and silver, adequately proportioned.





The new Dromedary Date packages are of non-crushable rigid type with window top of special material to withstand the pasteurization process.



The Anchor caps, in silver and black, match the metal foil labels on the preserve packages used by Brook-Maid Food Company, Inc.

Canada Dry Ginger Ale, Incorporated presents Hupfel's Beer in these new packages (24-oz.—four full glasses—and 12-oz.) designed by Arthur S. Allen.



Norman W. Tolle and Associates are responsible for the redesign of the Hage's Ice Cream cartons which were produced by Menasha Products Co.







Webster Eisenlohr, Inc., makes use of a transparent cellulose container for its cigars. These are being made by The George V. Clark Company.

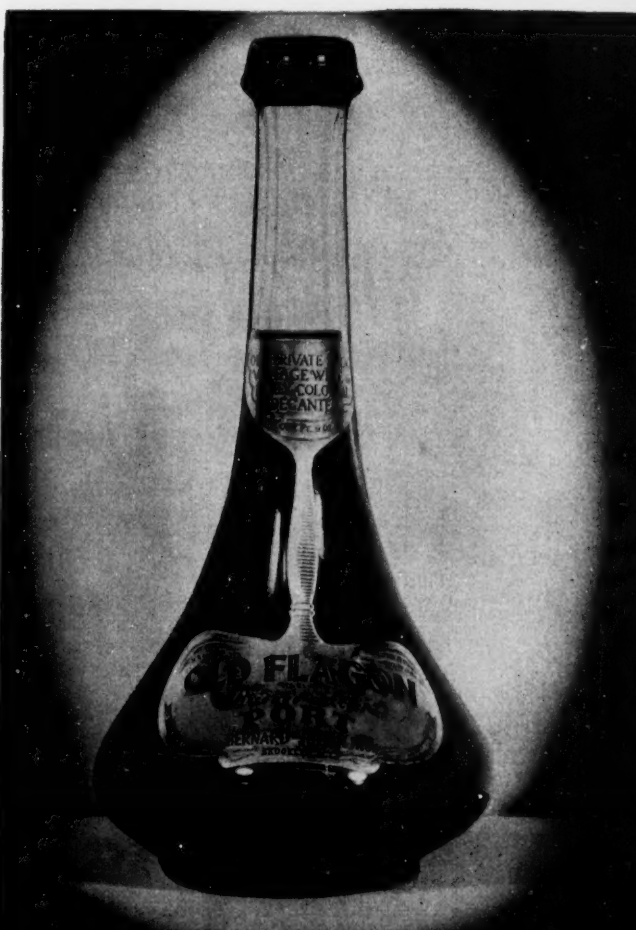


The Peter Paul's mints display nests with its twin to form a complete backing unit. An A. J. Tanner patent made by Brooks Bank Note Company.

A paper bag for whiskey. Of duplex construction—inner of tough kraft, the outer embossed to imitate leather. Made by Union Bag & Paper Corp.



Worthy of more than passing comment is the Flagon bottle designed by Philip Youtz, director of the Brooklyn Museum, for Bernard-Julian, Inc.





TO See



# IS TO SURRENDER

● Yes, and to SEE the rich, colorful, tempting quality of fine food products is to surrender to THEIR charm, too. It is the signal to loosen the purse-strings and buy. That is why glass containers are such potent salesmen. Customers can't resist the products packed in them. If you want proof that this is so, just step into any retail store and listen to the counter conversation as Mrs. Consumer places her order. You will come away with a new appreciation of the sales value of modern glass containers when they are as attractive and as practical as those in the photograph below. The symbol in the lower left hand corner stands for the complete service, from plan to package, that is maintained by Owens-Illinois for the benefit of those who pack in OnIzed glass containers. Your request for information is invited. OWENS - ILLINOIS GLASS COMPANY, TOLEDO, OHIO.

The "Modernistic" line of OnIzed containers, in which the olives in this photograph are packed, is ideally suited for many similar food products. The clear, sparkling glass and distinctive lines display them effectively in the appetizing manner that produces sales. But

this line is only one of a multitude, as you can see, for the other stock-mold containers illustrated are equally effective. Owens-Illinois offers you an infinite variety of package styles from which to choose. The newest designs are always on hand and are immediately available.



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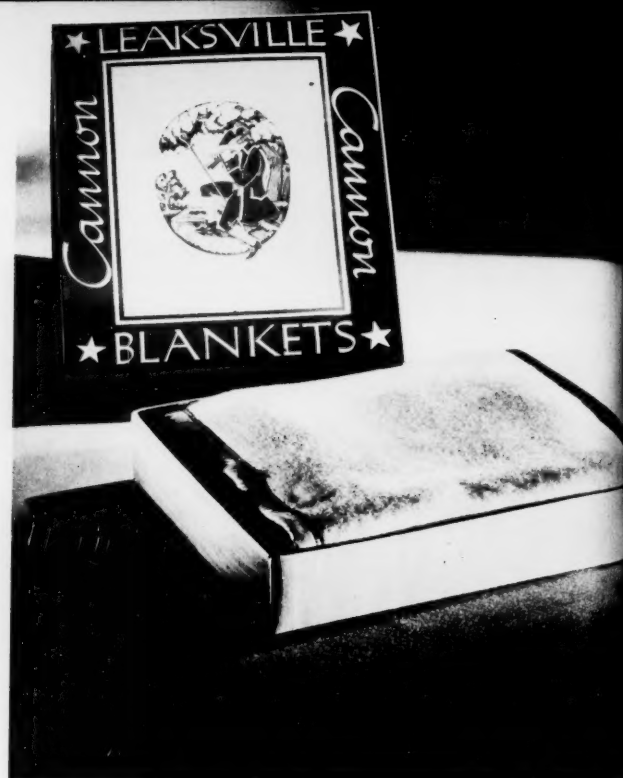
## OWENS-ILLINOIS

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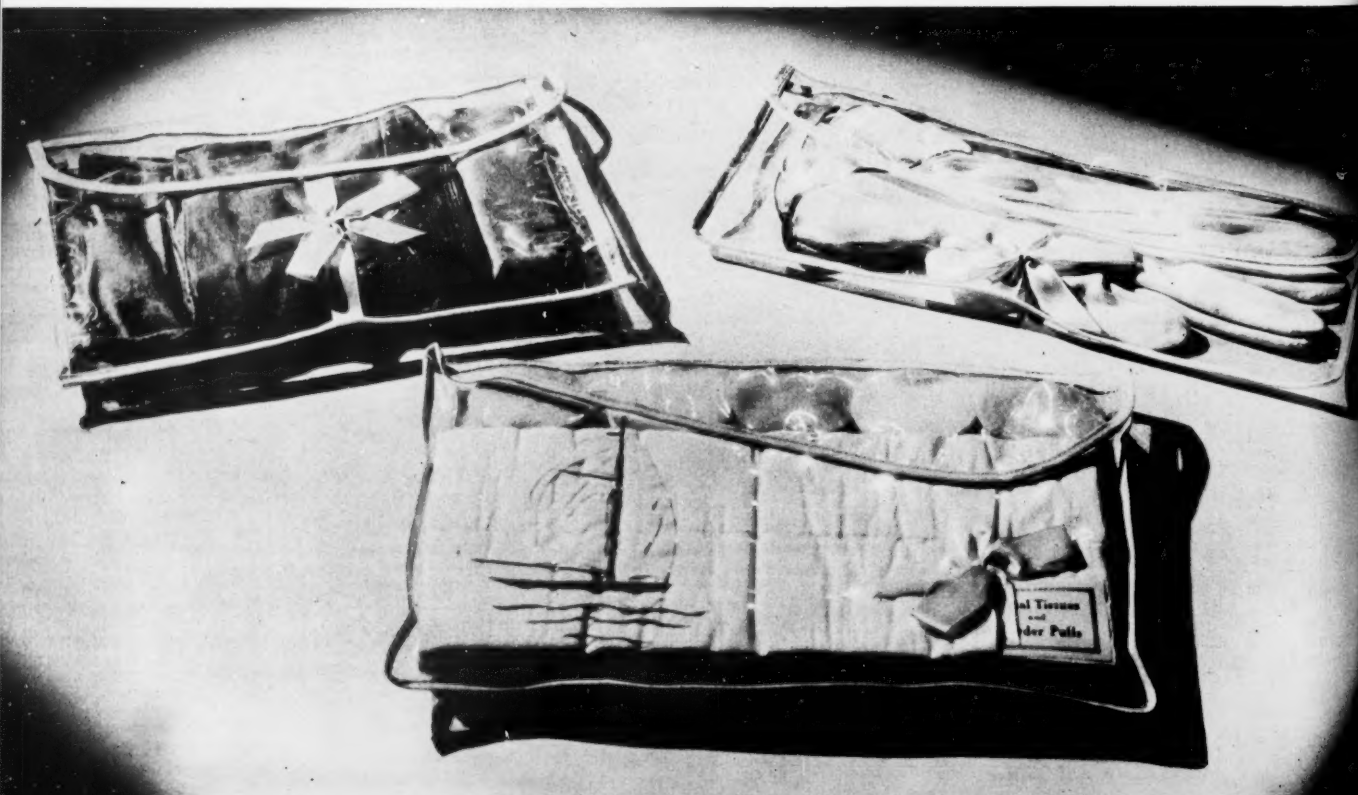


This lithographed four-step counter display was recently introduced in haberdashery shops. Created by Einson-Freeman Company, Inc.



Made of aromatic cedar wood paperboard, the Leaksville blanket box used by Cannon Mills, Inc. offers additional protection to its contents.

For facial tissues and powder puffs, for gloves, hosiery and lingerie, envelopes of transparent cellulose with bound edges have had good distribution among outstanding department stores. They can be made in all sizes and are applicable for purposes other than those mentioned. These shown are manufactured by Victoria-Vab, Incorporated.

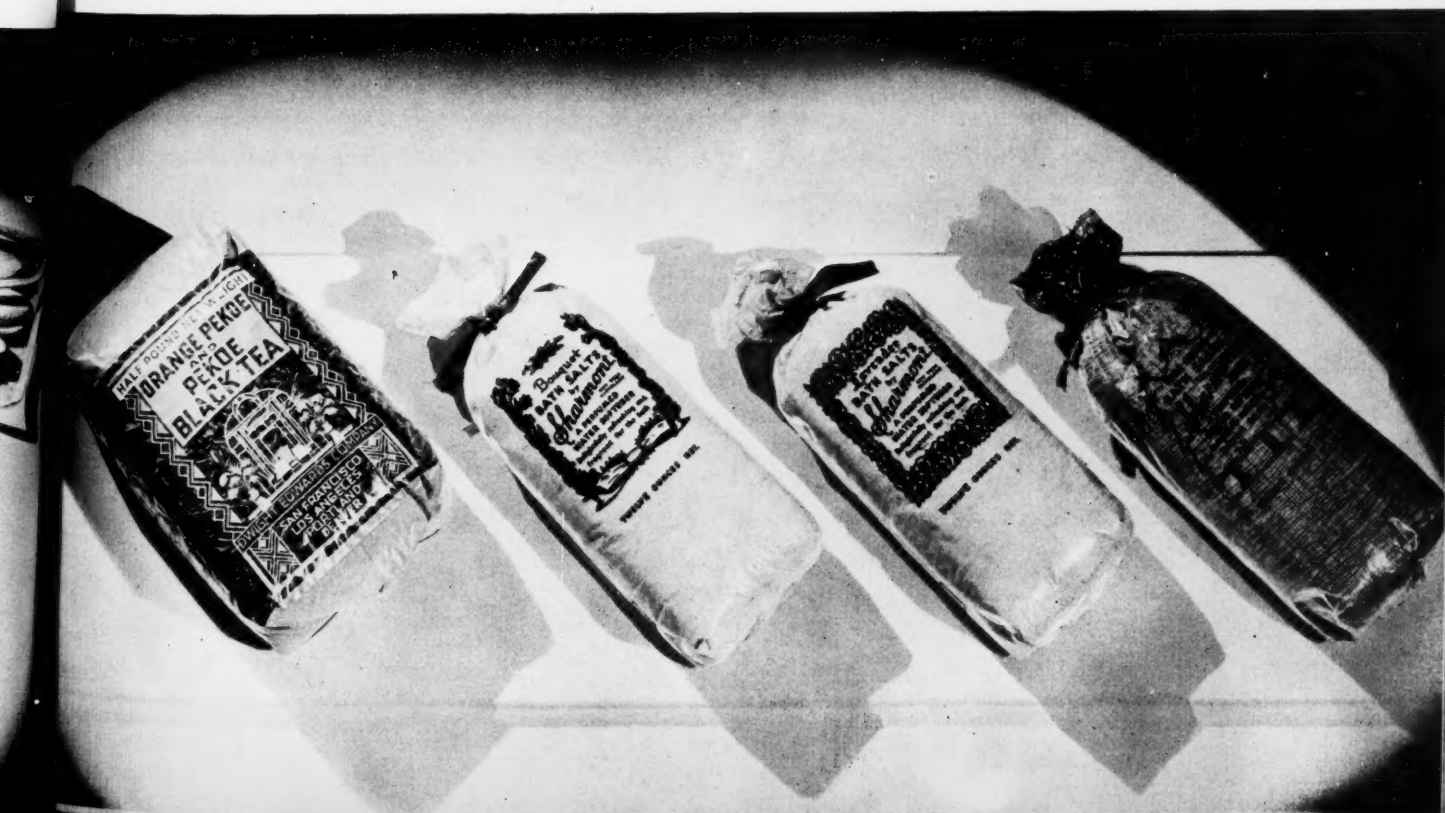




Anton Bruehl designed the packages used by Corcoran, Inc. for the Top-Flite toiletries for men. The molded closures are of Bakelite.

Applied color lettering in place of the usual label adds distinction to the Velvetouch container produced by Owens-Illinois Glass Company.

All in bags of printed Cellophane. Those shown are the standard half-pound package of black tea used by the Dwight Edwards Company and three 12-oz. packages—Bouquet, Lavender and Pine Cones—of Sharmont bath salts. The former is a sealed bag, the latter makes use of ribbon ties. The four packages are made by The Dobeckmun Company.



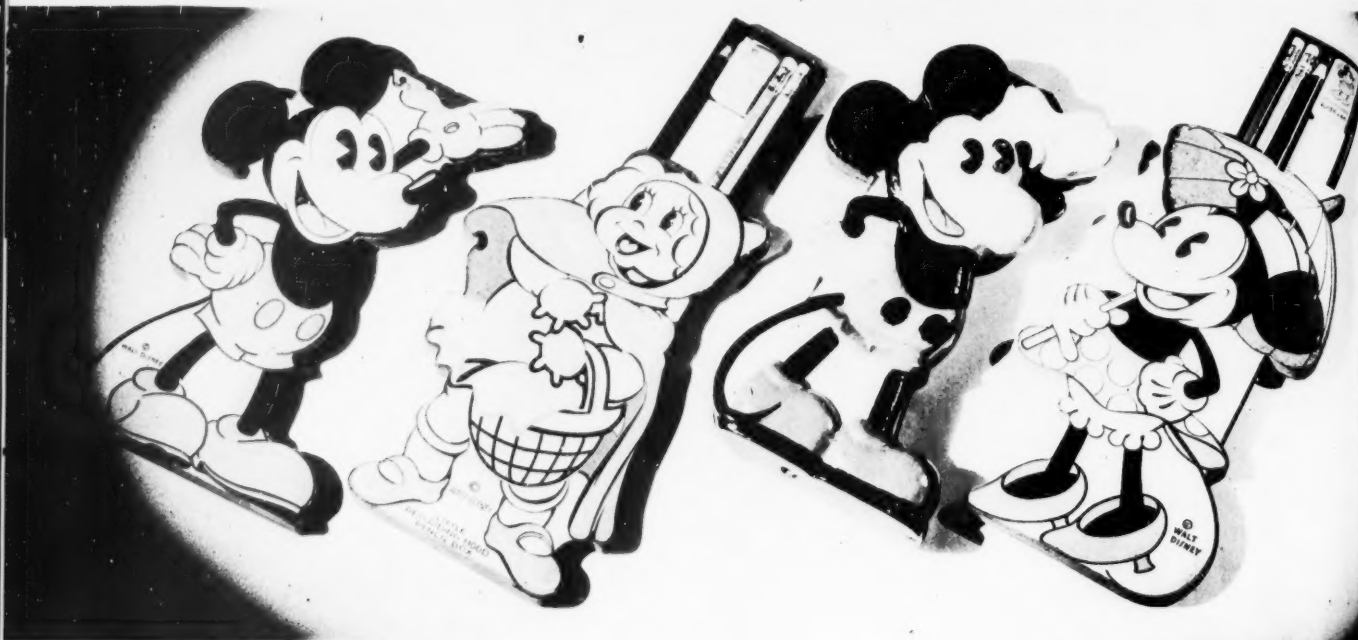




The case for the new Schick Injector Razor, made by the Magazine Repeating Razor Company, is molded of Durez by Mack Molding Company.

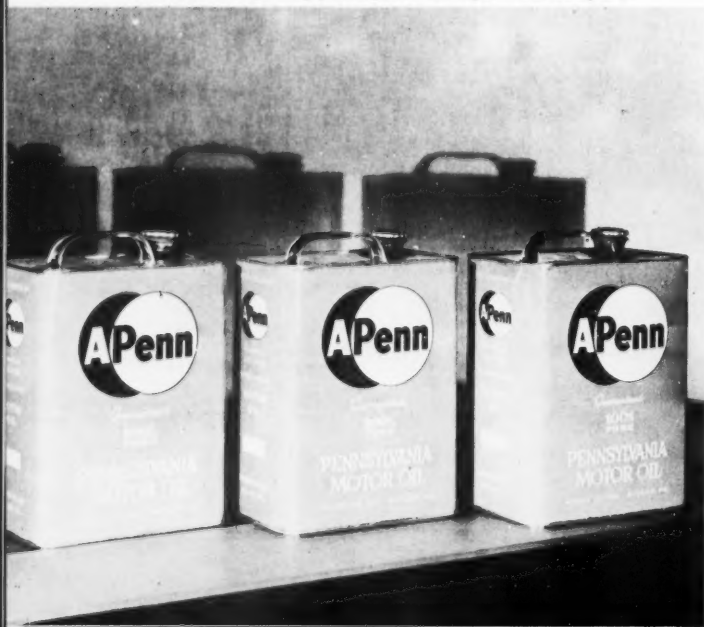


Marshall Field & Company adopts new packages designed by D. R. McDavid for Piccadilly water softener. The old package is shown at right.



Walt Disney designs again. This time we see them used for children's pencil sets, just placed on the market by the Joseph Dixon Crucible Company. Three of the boxes are of laminated cardboard while the fourth—the second from the right—is of molded pulp. All of them were made by the Heppes Paper Box Company.

Two bull's-eyes are better than one, said Egmont Arens when he designed this sales compelling package for the Apenn Oil Company.



Leonard Arthur Wheeler and Associates have re-styled the Getz-M packages, using the same colors but attaining greater display value.





## THE NEW VOGUE FOR WOOD VENEERS

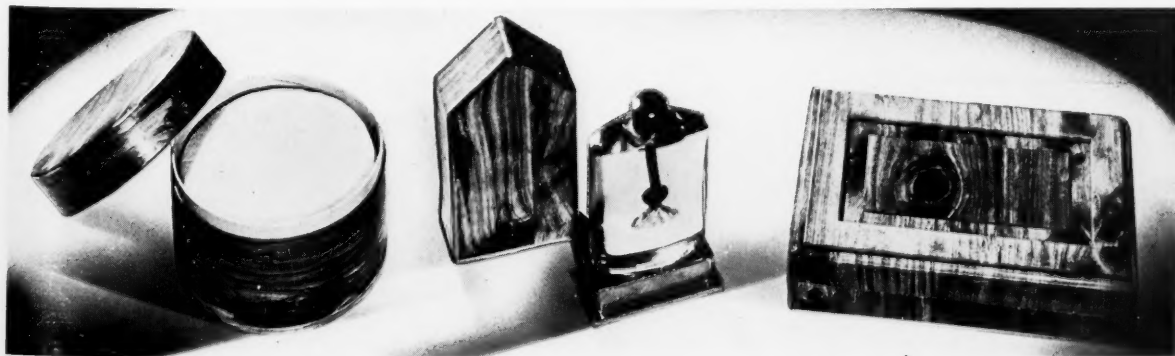
*B*ECAUSE of the frequent changes which are customary in the industry, cosmetic package designs are freer from restriction, as to materials or decoration, than are those of any other product classification. The cosmetic and perfumery manufacturer has always considered himself free to select whatever material suited his product, his market and his fancy—with the knowledge that he could, later, substitute another material if desirable. Yet, in spite of this freedom of choice, certain underlying trends in cosmetic package design may be discerned almost every season. These trends are by no means universal yet they do exist and, usually, with good reason.

The present trend seems definitely toward the use of wood-grain papers as the cover for otherwise simple and, often, totally undecorated boxes. Perhaps an outstandingly successful instance of this tendency is to be found in the new Allen B. Wrisley line, in which

seven different packages bear the unifying note of a wood-grain paper—in this case supplied by the Charles W. Williams Co.

Each box differs distinctly from all its brothers in shape and purpose. Yet each capitalizes the wood texture effect to such a degree that the entire group instantly presents the appearance of a coordinated line. To carry out this effect to its logical conclusion, decoration has been restricted to a thin sliver edging or, in some cases, entirely eliminated. In every case, the package carries no large name-plate, trade-mark of instruction for use, this material being supplied by inserts within the package, where needed.

Because the wood-grain papers carry no definite design, they are particularly suited to this type of packaging problem...whereas a patterned paper might present difficulties because of the wide variety of sizes in the various boxes.





The first straight forward new whiskey label since Repeal

## COMBINES MODERN APPROACH WITH AMERICAN TRADITION

WASHINGTON IRVING in his tale of Rip Van Winkle, credited that famous old character with many lovable traits as well as with various short-comings. In the story, you'll remember, he takes an extended siesta and wakes up to find that all about him has changed and that he is a stranger in a strange land. Without seeming disrespectful to the distilled spirits industry, there is something in its past and present existence which can be likened to that of the former resident of the Catskills. However, in its awakening, that industry is handicapped with no such infirmities as those which afflicted the venerable Mr. Van Winkle. A modern version of the story would be to have him make a bee-line for the nearest barbershop and haberdashery and appear before the astounded citizens in present-day dress, retaining all of his early vigor and conducting himself according to the best traditions of his time. To make the picture complete—and to draw a more favorable comparison—the text should be further altered. His protracted nap, we would say, has brought about a rejuvenation—an assumption of respectability which was not previously apparent.

With the rebirth of the liquor industry and the demands placed upon it, production was the primary consideration and every effort and attention was turned in its direction. The market offered was, practically speaking, wide open and required little or no cultivation, for the public—those who remembered pre-prohi-

bition days and those of more recent initiation—clamored to take advantage of repeal.

But this breathing spell in the merchandising of liquors was comparatively brief. In no time at all the old executive heads of the industry, as well as those who, from other associations, became affiliated with it,

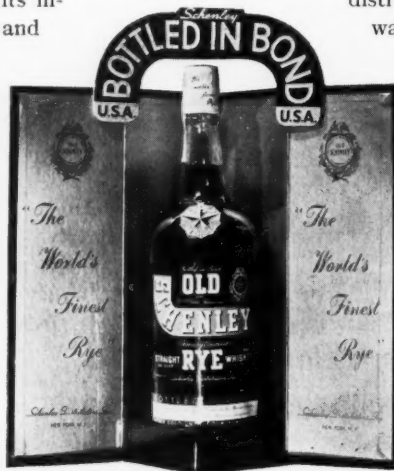
began to realize that a change in the method of distribution—a new plan of marketing—was inevitable. Old brands were known

only by those who remembered them from pre-prohibition days; new brands had yet to win their recognition. And the legal enactments pertaining to the dispensing of both were such that former plans of distribution were practically obsolete. The customer is no longer the head-of-the-house alone—the family has stepped into that position, and a new approach reflecting wholesomeness was essential. Distilled spirits were made to walk the chalk line from the back of the bar to the retail shelf. It was this transition that caused the industry to

give serious thought and consideration to the packages that were to contain its products.

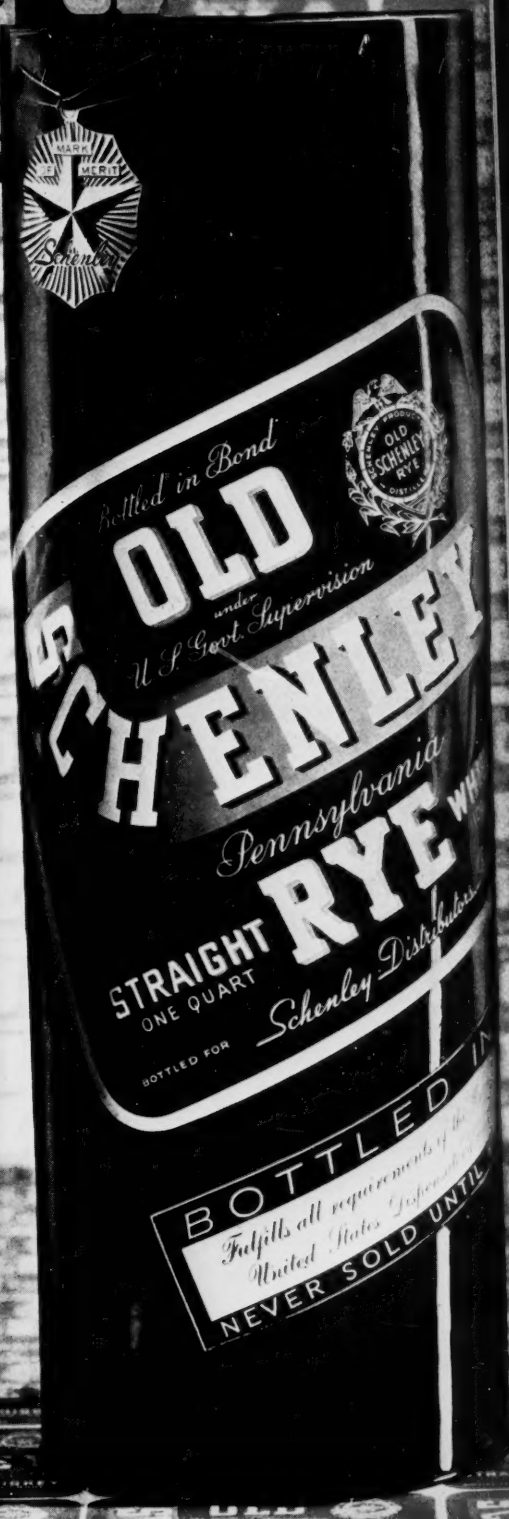
It is generally admitted that the years of prohibition marked a period during which packaging made its greatest progress. Practically every industry which sought consumer acceptance turned to the package as a logical and economical means for the sale of its product. Improved methods of packaging, new machines and materials were developed and a greater appreciation of design and its functions was realized. So that when the liquor business again came into being, the resources of an established packaging industry were at its disposal.

It remained, however, for the domestic producers of distilled spirits to make proper (Continued on page 88)

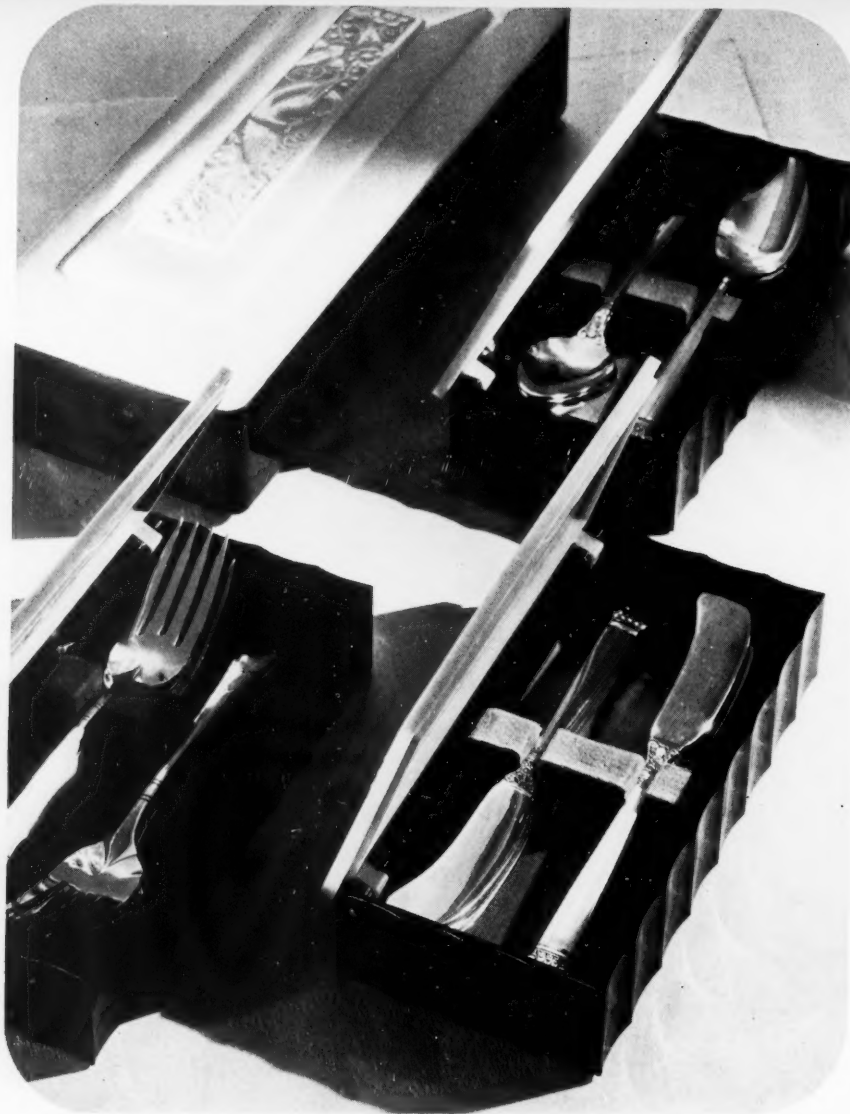


Complete presentation of Old Schenley Rye package assembly designed by George Sakier, Art Director, Schenley Distributors, Inc. Photos: Lazarnick, montage and display; Eugene Hutchinson, bottles and cartons









## REUSABLE — FOR BUILDING ADDITIONAL SALES

*by R. W. Drummond\**

**F**OR many years, it has been trade practice to package quality plated flatware in two ways: (1) The staple or essential pieces—knives, forks and spoons—in a plain bulk box making no pretension to display, to gift atmosphere or even to quality; (2) The correct service, but less

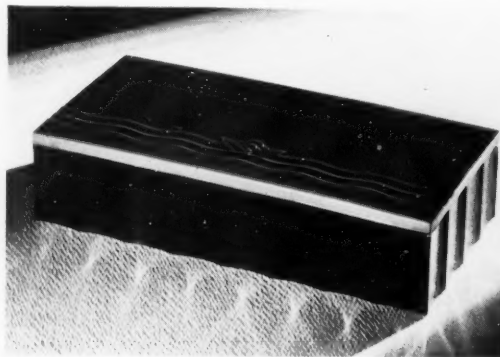
necessary pieces—salad forks, butter spreaders and serving pieces—in which the packaging has been definitely aimed at display and it has been common practice of jewelers to keep these items on display in their show-cases. All manufacturers have used a cardboard box large enough to give a proper setting

for the pieces, and they have been designed to give a jewelry setting.

Last winter our organization became acutely aware of what we call the "Buffalo Fact." On a survey in and around Buffalo, in only one store out of twelve carrying silverware could any of these correct service piece boxes be seen—either our own or those of our competitors. To be

\* In charge of Packaging Division, Oneida Community, Ltd.

The smaller of the two new Community Plate Boxes consists of a black Durez base, with wide vertical flutings and a simply decorated Plaskon hinged top available in Chinese lacquer red, jade green and ivory. Both this and the larger box, which may be seen on the opposite page, were molded by the Diemolding Corporation



sure, the stores had salad forks, cold meat forks, etc., in stock but they were *under* the counter—not out where customers could see them.

A checkup in other parts of the country revealed substantially the same condition. Several reasons were advanced for the change in the former methods of displaying silverware, the principal one being that manufacturers, in the last two or three years, had, to a great degree, concentrated attention on complete services so that if the dealer made an adequate display of the complete services offered, these filled his available counter space with the result that the correct service pieces had to go under the counter.

We were not particularly interested in the reason. We were faced by the fact that we were spending a relatively large amount of money for a display box that was not being put on display. It is too well known that an item that is not essential must get proper display in order to be sold. This is especially true in the gift market, and silverware always has been and always will be a thoroughly acceptable gift item to the women of this country. We realized that we must do something, but what?

Just at this time we were invited by the American Management Association to present our packages before the Fourth Annual Packaging Clinic, sponsored by that organization. We accepted this invitation and are very glad that we did, in spite of the fact that the suggestions we received were not as constructive as we hoped they might be. At any rate, we did get three definite ideas:

That other firms who had repackaged their lines along the principles being laid down by experts in

the field were getting an increase in sales that was all out of proportion to the added expense of the new packaging.

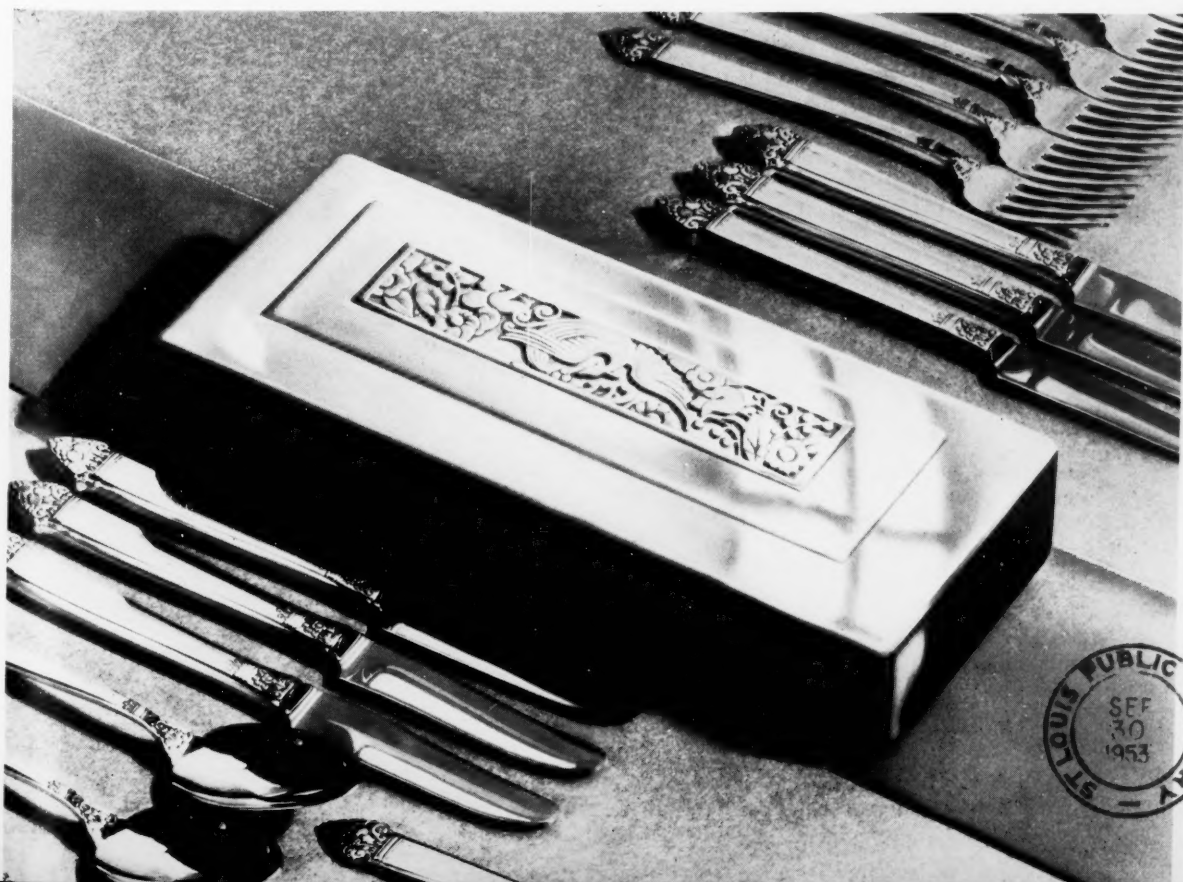
That the field of reusable packages had scarcely been touched.

Finally, our representative became so enraged at the way the critics damned the packaging of the Community Plate line that he vowed he would come back some time and show them.

And so we went to work. We realized that it was high time we changed our packaging anyway but, principally as a result of the Clinic, we caught the vision of doing something outstanding. We realized from the first that we would have to do something sensational. The package would need to be good enough to persuade the dealer to display it and to produce sufficient immediate sales so that he would make such a display permanent instead of temporary. None of us could imagine a cardboard box that would do this job.

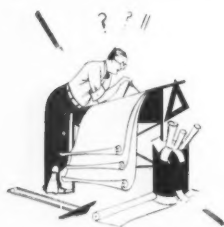
For some time we had watched the development of plastics in other fields, but for our own line we had considered the cost excessive, principally because in using cardboard boxes, we had twelve different sizes. Since the die cost of plastics is heavy, we did not dare face making twelve different sets of dies. But forced by our new determination to explore every field, we again tackled the plastics in a serious way. We realized that plastics were the latest (*Continued on page 87*)

The box below, for larger pieces, consists of a black Durez base, slightly rounded at all edges, and an ivory Plaskon top stepped back in two stages toward a central decorative plaque in low relief



# Editorially speaking ★ ★

## WHERE DOES PACKAGING BEGIN?



OVER and over again we have heard the expression "consciousness" as applied to a vast number of products and performances. We are "quality conscious," "style conscious," "package conscious," etc. The expression has become of common

usage as designating that which has won popular approval. Seldom do we stop to analyze the underlying reason for such acceptance—in most cases, it is an "unconscious" consciousness, about which we are inclined to think little.

However, behind each of these consumer reactions—as we choose to call them—is a plan definitely conceived to attain the desired effect. Each part of the plan correlates or synchronizes with that preceding or following. The manufacturer, seeking to obtain the greatest acceptance of his product, does not depend on any one factor; rather, it is through the judicious combination of all factors that he hopes to attain his goal.

Obviously, quality of product is the primary consideration, and then we view the package as the final "point of contact" between the product manufacturer and the consumer. The sale of the product in its package—actually the sale of the package—may be regarded as the consummation of the transaction between them, although the responsibility of the manufacturer does not end there. His package has been accepted on its "shelf" or appearance value; it now must prove its acceptability in convenience and utility, the product must justify its claimed quality.

Because the formulation of a plan which produces finally an acceptable package includes processes that take account of subsequent conditions, it is difficult to say when packaging actually commences. True, we may say that filling, weighing or any of the other strictly packaging operations may constitute the beginning—the point at which the packaging engineer or operative starts his work. But the selection of the method and equipment employed throughout the entire assembly of the package is so dependent on what we regard as the product-manufacturing processes that we cannot fail to take cognizance of the latter. In many instances product manufacture and package assembly are *integral* processes, offering little opportunity for the manufacturer to make a distinction between the two.

In the description of the operations conducted by the Ryan Coffee Corporation—as set forth in the article "From Bean to Beverage"—will be found, we believe, an exemplification of the foregoing idea. Here we have straight line production—one process merges into the other in logical sequence, and each attains a definite objective, that of satisfaction to the customer.

The accomplishments of the Ryan processes are far reaching. Of direct benefit to the coffee industry are the development and perfecting of new refinements and economies in the roasting and grinding of coffee. Here, the desires or objectives are well known; it remained to produce the equipment and methods which would procure them. And the doing of this represented no simple task. Previous to a visit through the plant, at which we witnessed all of the described operations, we were accorded the privilege of viewing the working drawings which detailed a large part of the equipment now in use—mute evidence of the thought and scientific planning that preceded the manufacture and installation of machinery.

The subsequent operations—weighing, filling, sealing and labeling—are all performed at high speed and form a consistent continuation of the efficiency demonstrated in the preceding ones which in many plants would be regarded strictly as production processes. However, it must be kept in mind that at the Ryan plant the complete equipment with the exception of a standard labeling machine was company devised.

Of particular importance, as applied to the food industry generally, is the Ryan Sani-Fresh method of vacuum packing which is incorporated as an integral unit at the coffee plant. This is claimed to be the only machine that combines the facility for packing products either under vacuum or in a preservative gas. In the gas packing process the product is first vacuumized and then proceeds rapidly into the sealing area which has already been charged with a selected preservative gas, under which the product may be hermetically sealed. Undoubtedly, we can expect to hear of further utilization of this method in the food products field.

Here, then, we have a complete series of operations in which the motivating idea is quality and its preservation. Each step has been devised with the package as the ultimate ideal—an instance in which packaging begins at the beginning and, let us say further, ends with consumer satisfaction.

*A. A. Bhushan.*



# From Label to Counter Card

## another example of Dennison's COMPLETE PACKAGING SERVICE

"Give us a new dress for Laco Castile Shampoo," said the Lockwood & Brackett Company — "everything from labels for the bottles to a counter presentation." And this is what Dennison did:

- Designed a new Label
- Produced it in three sizes
- Designed a new Counter Card
- Printed the Counter Card
- Designed a new Carton \*

\* Carton produced by National Folding Box Co., New Haven, Conn.

WHETHER the problem is one of re-packaging an established product or packaging a new one — Dennison is ready to do the job completely. Here you will find a highly competent, long-experienced staff, interested only in making packages that help sell goods.

Dennison *designs* packages with an artistic knowledge of color, display, selling appeal. Then it *produces* them with a sound expert technical knowledge of package making.

Whether you are interested in boxes, labels, seals, tags, wrappings, envelopes — as single items or in a complete package program — it pays to see *Dennison first*. Dennison Manufacturing Company, Framingham, Mass.



# Dennison's Packaging Service

BOXES • LABELS • SEALS • TAGS  
PRINTED WRAPPINGS • ENVELOPES



## HERE AND THERE IN THE PACKAGING INDUSTRY



**Harold I. Hill**, vice president in charge of sales for Celluloid Corporation, Newark, New Jersey, died on Aug. 17, at the Maine General Hospital, Portland, Me. He had been in Maine for several weeks in an effort to recuperate from a recent illness. Mr. Hill was born in Reading, Pa., on Oct. 12, 1897. He was a graduate of Burlington High School and the Wharton School of Business of the University of Pennsylvania.



HAROLD I. HILL

He was a public accountant in New York prior to joining the Celluloid Corporation in 1926 as assistant treasurer. He had lived in Montclair, N. J., since 1926 and was a member of St. John's Episcopal Church and of several business groups in New York City. His wife, Ann Grasset Thomas Hill, two sons, his father and mother, Mr. and Mrs. D. Irving Hill, of Burlington, N. J., and two brothers survive.

**A. U. Claghorn**, vice president of the Pioneer Paper Stock Company, Chicago, recently announced the removal of the packing material division plant of that company to new and enlarged quarters at 349 West Ontario St., Chicago. Increased demands for Pioneer products necessitates enlarged plant facilities to meet greater production requirements. The Pioneer Paper Stock Company offices remain at 448 West Ohio St., Chicago, which has been the location of the plant as well as the offices.

The Pioneer line of products includes many types of packing and packaging materials for fruit and vegetables, such as: oiled shreds, plain and printed wraps, basket fringes, liners and caps. Pioneer has just recently brought out a new and improved bushel basket liner. Pioneer packing pads and paper excelsior are used for protecting all manner of articles of

storage and equipment. Myracol bottle wraps of many types for wine and liquor bottles are important members of the big Pioneer line as well.

**Adhesive Manufacturers Association of America** (Mid-West Section) met at the Congress Hotel, Chicago, on Aug. 15, 1934. The meeting was called to discuss problems common to all firms in the industry. Particular attention was given to the discussion of recent rulings of the Bureau of Animal Industry, Department of Agriculture, on the use of borated dextrines in the meat packaging industry. A recent Treasury Department ruling on the matter of the kinds of adhesives allowable for revenue stamps on beer containers was also discussed.

**Celluloid Corporation** announce the following changes in the organization of its sales department: George H. Boehmer, who has been with the company for twenty-four years, has been appointed general sales manager; R. S. Gavitt succeeds Mr. Boehmer as director of sales of the Sheet, Rod & Tube Division; E. W. Ward succeeds Mr. Gavitt as district manager of the Chicago office of the company.

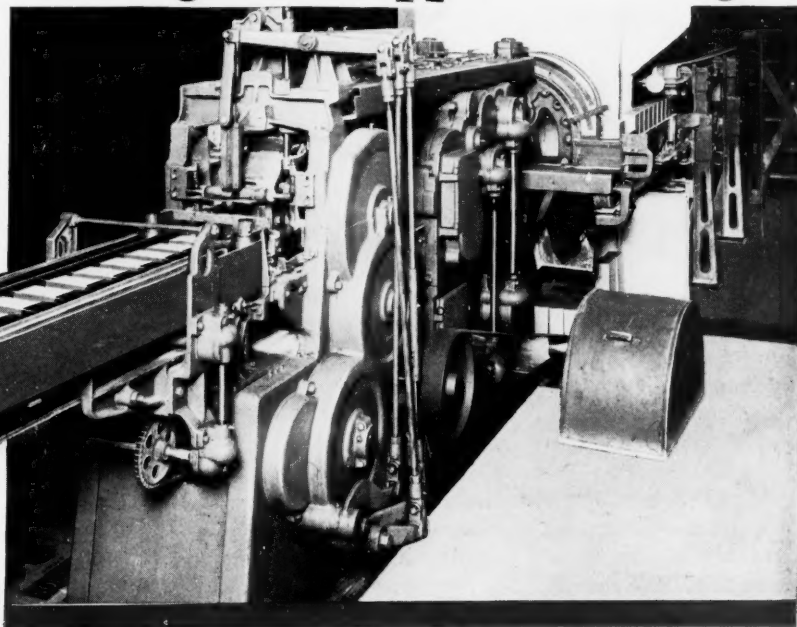
**The Sixth Boston Conference** on Distribution will be held at the Hotel Statler, Boston, September 24 and 25. These meetings are being sponsored by the Retail Trade Board, Boston Chamber of Commerce, in cooperation with the Harvard University Graduate School of Business Administration, Boston University College of Business Administration, Massachusetts Institute of Technology and others. The purpose of the conference is, through the exchange of ideas, to stimulate constructive thinking about the major problems of distribution.

**National Alliance of Art and Industry** is now prepared to register industrial designs. Registration offers available protection from piracy under the present laws. The procedure is to affix the corporate seal, the data and initials of the registration secretary to the original and file a photostatic copy in a sealed steel case for future reference. The service is free to members. A charge of \$3.00 per design is made to non-members. For further particulars, address the above at 30 Rockefeller Plaza, New York.

**Dr. Edward R. Weidlein**, director, **Mellon Institute of Industrial Research**, Pittsburgh, Pa., has announced that an Industrial Fellowship for research on paper milk bottle caps, bottle closures and the study and improvement of paper packages for food

# The **LARGEST** Tight-Wrapped Package!

For the  
largest millers  
in the West



When Albers Bros. Milling Company decided to sell their Carnation Wheat Flakes in packages weighing 3 lbs., 7 ozs., they were confronted with a packaging problem. Their standard tight-wrapped package, which was widely known, had never been duplicated in the large size they now demanded.

A consultation with Stokes & Smith Engineers followed and a new tight-wrapped package, measuring 11" x 7½" x 4½" was developed. It was the largest tight-wrapped package these engineers had ever seen. And they made it possible to produce the new package at the rate of 30 to 35 units per minute on a single Stokes & Smith Tight-Wrapper.

This S & S contribution gave Albers Bros. all the advantages they demanded and found only in a tight-wrapped package — automatic production, tightly sealed, non-sifting, weevil-proof, strong and decidedly attractive. Its production cost was decidedly low.

Stokes & Smith Engineers will welcome an opportunity to give you their aid in solving your packaging problems. Write to them today.

## STOKES & SMITH CO.

PACKAGING MACHINERY

PAPER BOX MACHINERY

Frankford, Philadelphia, U. S. A.

★ For economy and success, send your packaging problems to S & S

SEPTEMBER, 1934 65

and dairy products has been established in that institution by the Toledo Bottle Cap Company of Toledo, Ohio.

It is conservatively estimated that the annual retail distribution fluid milk products in the United States today requires the use of about 12,000,000,000 paper bottle caps of various styles. The manufacture of these caps consumes daily about 100,000 pounds of paper.

**Holyoke Card & Paper Company**, has purchased the Roto Engraving & Printing Company, Bound Brook, N. J., manufacturer of box papers and printed wrapping papers and specialties. The equipment of this concern has moved to the Springfield plant.

T. A. Flockhart, Leo G. Epstein and Joseph A. Weber, all formerly of the Roto Engraving Co. are now associated with the Holyoke Company. Mr. Flockhart will direct the sales of box papers, Mr. Epstein and Mr. Weber will be associated with the production of box papers and fancy wrapping papers.

**The Ludcke Company**, Newton, Mass., national distributors of the Herndon semi-automatic capping machine, announces the appointment of **Package Associates**, 407 Pico St., Los Angeles, Cal., as representatives for the states of California, Oregon and Washington. Sales efforts on this product on the Pacific Coast will be under the personal direction of R. G. F. Byington, head of Package Associates.

**The Artists Guild, Inc.**, 480 Lexington Ave., New York, has established a free information service for buyers of advertising art, illustration or industrial design. The Guild office exhibits samples of work of 250 leading free lance artists and also shows a collection of artists' originals unpublished and published for first or second rights sale.

Industrial art courses, which include all types of industrial designing and packaging design, will be supplemented by a series of lectures "Merchandising and Advertising in Art" during the thirty-third annual fall and winter terms of the **Chicago Academy of Fine Arts**, 18 South Michigan Ave., Chicago. Enrollment for these courses commenced Sept. 4 and will continue during the balance of the month in the school's 12th floor studios.

Weekly symposiums led by well-known professional designers will be held so the student will have the opportunity of discussing with these professionals, timely trends and contemporary problems.

**PNEUMATIC SCALE CORPORATION, LTD.**, Norfolk Downs, Mass., has just issued a new edition of The Standard Automatic Machine Division catalog which illustrates and describes the bottling equipment manufactured by the company. Semi- and full-automatic machines for vacuum cleaning and filling, for screw capping and labeling operations are included.

**U. S. BOTTLERS MACHINERY COMPANY**, 4015 N. Rockwell St., Chicago, Ill., has just issued a new catalog illustrating and describing Polar Water Still. Details concerning water purification, principles of still design and various types of installations as well as other helpful data are included.

IN justification of an error which was made in a reference to the Nasaldor packages, illustrated on page 50 of the July, 1934, issue, we wish to state that this design was created by George Starkey and the packages manufactured by the Hollywood Paper Box Corporation, Ltd.—EDITOR.



A representative group of folding cartons produced by the Campbell Box & Tag Company of South Bend, Indiana. More conclusive proof that everything goes into packages today—from mushrooms to power boats, from peppermints to drapery cranes

# *There is a* **RIEGEL PAPER** *for every packaging need*

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The Riegel Mills make the widest variety of packaging papers in the country. In addition to many standard grades, an endless chain of special papers are produced to fit the specific needs of individual manufacturers. There are papers for moisture resistance, moisture retention, grease resistance, economical transparency, self-sealing wrappers, wrappers that will not dry out and crack. . . . Whatever the requirement, there is a Riegel Paper adapted to your needs or we can



make one for you. You will find Riegel Papers in many of the nation's leading packages, proving their worth through economy and efficiency.

If you are faced by some production problem, bringing out a new package, dressing up an old one, or just frankly trying to cut your packaging costs—write us your story today. To manufacturer, printer or advertising agency we offer unbiased advice based on experience and research work in many fields. There is no charge, of course.

## *Riegel Papers*

**RIEGEL PAPER CORPORATION**  
342 MADISON AVE. NEW YORK  
CHICAGO: 111 W. WASHINGTON STREET

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## OPEN DISPLAY POLISHES UP SALES AND NEW MARKETS

by Edward Thompson



TO SEE or not to see is often a question that rates consideration from the manufacturer who contemplates his product in terms of counter sales. If the product is such that its "utility appearance" is one of the major arguments for its sale, why—we may logically ask—hide its light under a bushel, a carton or any type of wrapping or covering which does not reveal that very important factor of consumer acceptance? Granted, of course that the product lends itself to open display.

The Ever-Shine Polishing Cloth Company figured things out that way. One of its products—the Ever-Shine Polishing Bag—was on the market, packaged in a carton. Those who bought it were enthusiastic, but unless a purchaser was either urged to buy or else had cleaning and polishing definitely in mind, the carton was apt to be overlooked. To get the bag "out in the open" seemed to be the desirable thing to do. So the transition from the carton to an attractive display package was effected.

In the new set-up, the polishing bag is enclosed in a transparent cellulose envelope, which permits complete visibility, and is suspended from the upper edge of an easel display by means of the "handy hanger" which is an integral part of the bag. The display stands upright through the aid of a wire stand which fits over its base. The front side of the display carries only brief copy—the bag itself puts up an effective sales talk. On the reverse side of the display, the colors of which are orange, blue and white, are illustrations which show uses. So that, besides offering the advantage of completely showing the product, the display also permits attention to be called to the convenient hanger, as well as showing illustrative uses of the product—which the carton did not do.

Not only have sales of the Ever-Shine Polishing Bag increased among established outlets, but it has been possible, with the new package, to extend its sale to other markets, previously unobtainable. And this has been accomplished in a remarkably short time—two weeks, according to the officials of the Ever-Shine Company. Credit for the design and production of the new displays goes to Brooks & Porter, Inc.

Placed in open display, the Ever-Shine Polishing Bag immediately built sales in markets which could not be sold previously. Shown in the illustration is the carton originally used and the present display, rear and front view

# RESINOX 600

IS  
ESPECIALLY  
SUITED



A full line of pastel colors, water and alcohol resistance, odorless, tasteless, non-bleeding, and high torque strength . . . get all of these desired characteristics in RESINOX "600" **at a surprisingly reasonable price.** RESINOX "600" molds perfectly, cures uniformly, finishes with high luster, beauty, and strength. It gives to your product or package a distinct advantage in sales appeal, as well as practical utility.

**KEEP IN TOUCH WITH RESINOX DEVELOPMENTS**

Consult your molder, please, or write

**RESINOX CORPORATION**

Subsidiary of Commercial Solvents Corporation and Corn Products Refining Company, 230 Park Avenue, New York City

**RESINOX**

Molding Resins • Molding Compounds  
Laminating Varnishes



## PROMOTION PLAN FOR MAYONNAISE SALES ORIGINATES WITH NEW DESIGNS

NEW designs for label, container and closure have been adopted by the Independent Grocers' Alliance for its mayonnaise products, as shown in the accompanying illustration. The jar, various sizes of which are used, is patented and the label registered.

Coincident with the launching of this new departure in salad dressing packages, an extensive campaign of nation-wide exploitation commenced the week of July 20. This week was known as I. G. A. "Salad Week" and in every I. G. A. store throughout the United States complete advertising material, including four color window trims, pennants, posters, etc., was displayed.

At the June merchandising conference of I. G. A. wholesalers, held on June 4, 5 and 6, at the Medinah Club, Chicago, all I. G. A. wholesalers were acquainted

with the complete details of the summer salad dressing drive. The enthusiastic reception accorded the new packages and the campaign as outlined indicate that the quota of mayonnaise products set for the month of July will be exceeded.

Authorized sources of supply for mayonnaise products are as follows: Otto Seidner, Inc., Westerly, R. I.; Aroeste Products, Inc., Rochester, N. Y.; Blue Seal Food Products, Inc., Chicago, Ill.; Holsum Products, Inc., Milwaukee, Wis.; and B. S. Pearsall Co. of California, Long Beach, Calif.

The jar and label designs were created by I. G. A. headquarters. Jars were made by the Owens-Illinois Glass Company, caps by the White Cap Company and labels by the Chicago Offset Printing Company.



Does your package reflect the poise . . . the distinctiveness . . . the quality that it should have when arrayed side-by-side with other packages that compete for attention? Does it measure up to the standards set for your product by your salesmen and your advertising? Heekin designers . . . and expert metal lithographers . . . using our own colors, our own lacquers and our own ingenuity, will give your package the poise that makes it alluringly different. For years Heekin has specialized in quality lithography on metal. Your metal containers are our problems . . . let us help you. THE HEEKIN CAN COMPANY, CINCINNATI, O.

# HEEKIN CANS

*Lithographed*

WITH HARMONIZED COLORS

SEPTEMBER, 1934

71





## PLANNING FOR HOUSEHOLD AS WELL AS GROCERY SHELF ACCEPTANCE

WITHOUT benefit of advertising and with very little in the way of dealer aids. Such was the setting under which Boscul Tea, a product of the William S. Scull Company of Camden, N. J., had to make its merchandising way. The product was badly in need of an exterior presentation that would give it as good a chance as possible in competition with other brands. At this point Joseph Sinel was called in to design a new label for the package.

In the creation of the new design, the usual production restrictions were placed on the work but Mr. Sinel was given absolute freedom so far as design motifs were concerned. Six designs were submitted and subjected to study, the one shown, individually and in the group of nine, in the accompanying illustrations being that which was finally adopted.

In developing the design, to quote Mr. Sinel, the following ideas were incorporated: "Tea is one of the few grocery store products on which floral motifs are fitting. Flowers suggest the fragrance associated with

tea. The pattern in this design is gay and individual, and the pattern is emphasized when the cartons are stacked in groups on the shelves. The design is as effective in the kitchen as it is on the grocery shelves. Many packages are designed solely for the dealer's shelves and consequently are unpleasant in the home."

There is no amazing story of magic increases in sales since the adoption of the new design. The new packages have been introduced but a short time. However, the Scull company reports that, even so, the design is already being well received and is improving the sales of Boscul Tea.

The new design exemplifies, in excellent measure, an underlying principle in package creation; that is, that simple expression, well done and carefully executed, can convey the persuasive impetus needed to create sales and to encourage re-buying. So many designs which attract by reason of their glaring use of color and garish decoration fall short of attractiveness and prove a deterrent to consistent sales. But in this instance the package both attracts and is attractive.

# PROTECTION

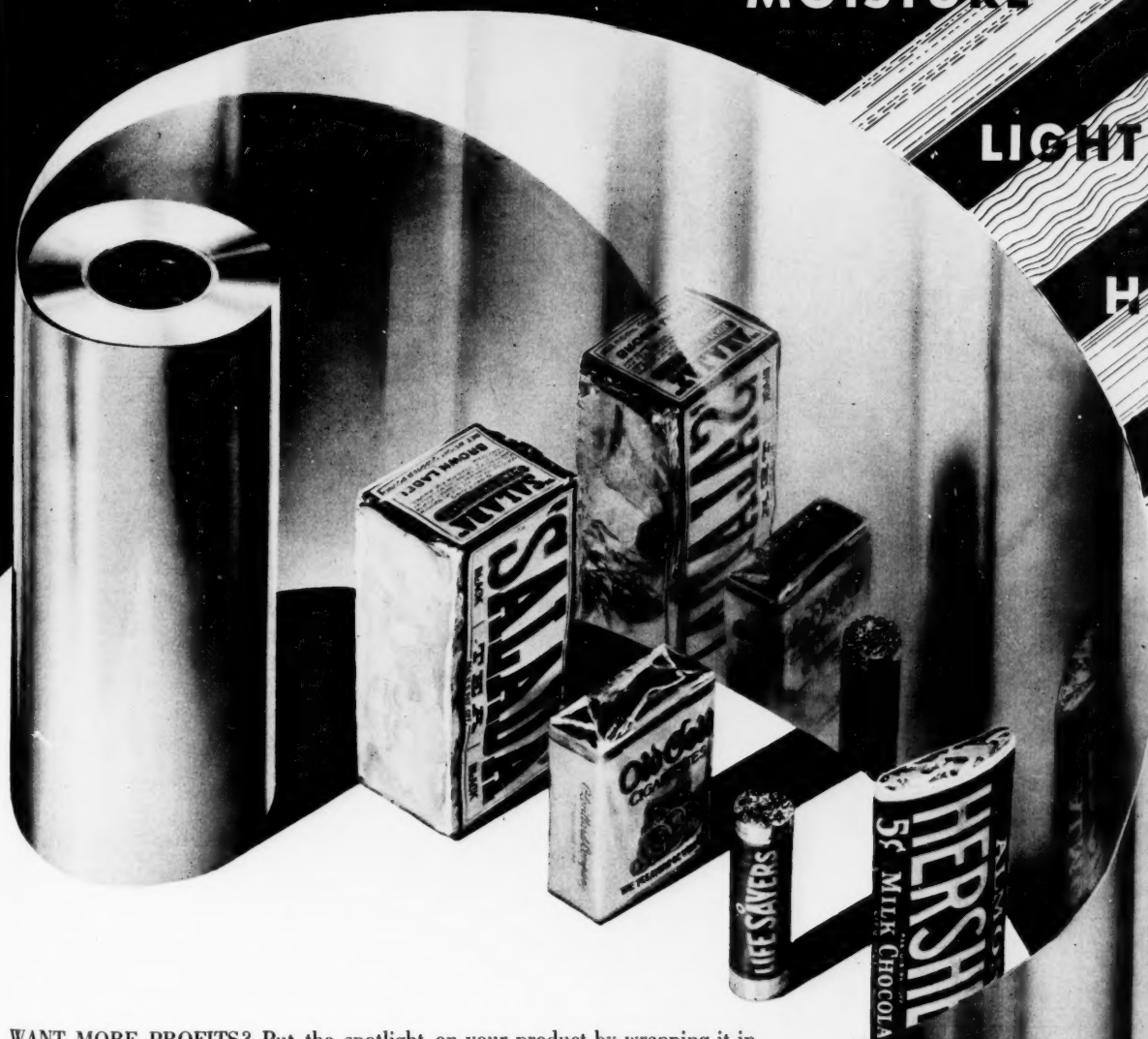
FOR YOUR PRODUCT AGAINST

MOISTURE

LIGHT

HEAT

AIR



WANT MORE PROFITS? Put the spotlight on your product by wrapping it in this gleaming, clean brilliance that attracts customers' eyes, that makes *your* product stand out from others. It helps make *first-time sales*; and the quality-protection Alcoa Aluminum Foil assures brings first-time buyers back again and again.

WANT PACKAGING ECONOMY? There are up to 43,300 square inches of this mirror-like beauty to the pound.

Alcoa Aluminum Foil can be beautifully printed and embossed. There are many more profit facts than we could give you here. Tell us what *your* product is; we'll send the whole story, with samples of foil appropriate to your use.

ALUMINUM COMPANY OF AMERICA, 1829 Gulf Building, Pittsburgh, Pa.



# ALCOA · ALUMINUM



If you would have all eyes focus upon your product, provide your container with a Krause-designed and Krause-manufactured label. Years of experience has taught us how to repeatedly achieve not only manufacturing success but distinct merchandising appeal as well, a combination recognized by hundreds of time-tried clients.

*Richard M. Krause inc.*

52 EAST NINETEENTH ST.



NEW YORK CITY



## TWO WEDDING RINGS FOR EVERY BRIDE

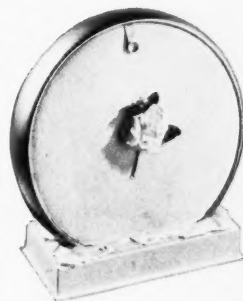
“NEXT to the wedding ring itself, she will cherish her International Silver in the lovely new ‘Wedding Ring Chest’ . . . to have and to hold as one anniversary succeeds another.” This statement, which is used in the advertising of the International Silver Company, offers a fairly good argument in favor of the new display and utility package which that company has just announced.

Designated as a “Wedding Ring Chest,” this container faithfully carries out the idea, even to the supporting standard or “ring” box which serves as a base. In color and in proportion the “ring” has been skillfully simulated. The linings of the inner compartment as well as that of the cover of the chest are of coral and white in suitable fabric, and contrast attractively with the silverware. The latter is firmly held in place, as may be seen in the illustration showing the chest in open position, by means of racks and straps. The ring and its “cover” are of wood, the former handsomely finished in dull gold, while the latter, as well as the base, is covered with pebbled white leather. This assembly is particularly pleasing and effective, carrying out, as it does, all of the details suggested in the name Wedding Ring Chest. At the lower right

of this page may be seen the chest in its closed position, which also carries out the desirable “atmosphere.” A wedding ring on a small strap serves as a device for convenient opening—a gardenia is inserted as an additional touch.

On display in the dealer’s window, the chest—set in the midst of suitable surroundings—cannot fail to attract attention. Among the other gifts which the bride receives, it occupies a place of immediate and interested attention. And its convenience, serviceability and pleasing appearance place it among her most cherished possessions. In its design and creation, then, it would seem that this new chest fulfills the desires of both retailer and “consumer.” It compels sales and results in a definite satisfaction to the one who receives it.

The silverware shown in the illustration is the First Lady pattern in Holmes & Edwards Inlaid. The chest was produced by the Rueckert Manufacturing Company.







## PACKAGE IDENTIFICATION AND PROTECTION

by *Waldon Fawcett*

**F**ASHIONS in package dress are, in one respect, at the cross-roads. Emerging from what, at first, appeared to be an extension of a minor detail of labeling routine, there looms what bids fair to develop into a major issue of packaging policy. Copy layouts, typography, color plans and the use of pictorial elements in packaging are all involved in the shake-up which impends in consequence of the summons for: "Full facts on the package in language the consumer can understand."

Passing mention was made in a previous number of MODERN PACKAGING of the gesture at the national convention of the National Purchasing Agents Association. The Government group in the union of industrial buyers, by resolution, backed up the NRA scheme to render compulsory a system of labeling on packages that would indicate to laymen the "standards of quality." That, as events have fallen out, has been but a beginning. The crusaders for "literal legends" on packages are growing bolder in their demands. As the latest proof of which we have the rejection at Washington of the initial proposition (for compliance with President Roosevelt's demands) offered by the special Label Committee of the National Canners Association.

Sealed food packages are on the defensive. Stripped down, that is the substance of the situation that has been created overnight, as one might say. This sudden clamor over "package reticence" is, in its potentialities, comparable to the hub-bub over the "high cost of packaging" regarding which MODERN PACKAGING has already had something to say. And let no packager in other commodity fields assume an I-should-worry attitude of detachment because it is food packages that are on the grill. It may well fall out that the present jurisdiction is only by way of beginning. There is every probability that if food packages are compelled

to make public confessions to the nth degree, the same fate will ultimately be imposed on all packages, regardless of contents, that are closed to inspection at the point of sale.

To get the plot of the revolution that is now hatching, the bystander must not lose sight of the fact that the

present objective is found in a direction exactly opposite to that of Uncle Sam's previous meddling with the proprieties of food packaging. Heretofore, all censorship or supervision of food packages has been on the negative side—i.e., for the purpose of preventing "misbranding." Misbranding, when stretched to its utmost, has encompassed not only downright misdescription, but any subterfuge, manipulation or exaggeration in packaging that would operate to mislead, confuse or deceive the purchaser at retail.

"Full facts on the package in language the consumer can understand" is the insistence which is now being made by Administration officials who have concerned themselves with the labeling of products. To what extent these demands will tend to upset the traditions of packaging remains to be seen, but the question is of more than passing importance and already is receiving attention from certain groups of packagers. . . . Present limitations of design protection are likewise of concern and are receiving some although insufficient attention.

By contrast with the forerunner, the present plan is positive in purpose—maybe, we might say, constructive, in the sense that it seeks not restraint but elaboration of package copy. The intent is to aid the cause of intelligent selection of packaged goods by submission of complete specifications to shoppers in advance of purchase. All very laudable, in theory, but with a threat to upset many of the traditions of packaging.

How is all this going to affect the every-day packager? This is, for the practical marketer, a question more pressing than any vague matter of morals? The answer is yet in the bag and must remain there until time reveals which road is to be taken by the march of reform. If a universal language of grade-clues can be accepted by all hands, the extent of the packaging upheaval may be reached in the inclusion of the new definitions or classification indicia in the label or wrapper set-up.

Standardization of quality-ratings is almost certain to figure in the new deal, whatever else may happen to package dress. Because the chief grievance of the Consumers Division of the (Continued on page 90)

★ ★ ★ ★ ★ ★ ★ ★ ★



77

## MACHINERY—SUPPLIES

Included in this department are the new developments in Packaging Machinery and Equipment and Package Supplies, briefly described for the service of our readers

### PRODUCING PRINTED PAPER CONTAINERS ON AUTOMATIC PRINTING MACHINES

by *Alfred A. Morse*

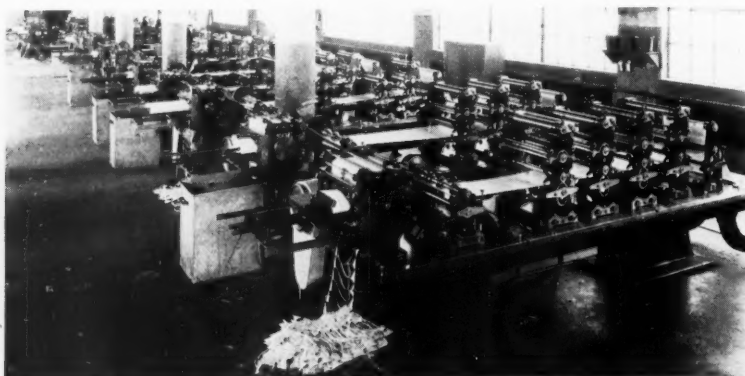
THE application of automatic printing machinery to the production of package printing is becoming quite universal. Printing has taken its place in the production line along with other automatic operations such as packaging, labeling, capping, etc.

Among the various types of automatic printing machinery which have been developed to meet this growing need for the controlled production of printing

often the easiest part of the problem. The company created a package development department whose function it was to make a complete study of the customer's product, his methods of production distribution, and merchandising. It was often necessary to sell the customer's sales force on the advantages of the new container, a major problem in itself, particularly in cases where the new container represented a radical departure from the old. Market studies were made to determine the consumers' attitude toward the new containers. In short it was necessary to do a complete merchandising job for each customer before production of the new containers could be started.

The printing on the containers presented more difficulties than the average wrap or label job. The type of paper used does not take all inks readily and the inks must, furthermore, be entirely odorless. Having solved the problem of the right inks, the next problem was one of economical production of the printing itself.

All types and sizes of presses were tried out, everything from small hand-fed platen presses to large flat-bed presses which print two-colors in one operation.



A battery of twelve Chambon printing units print and die-cut the blanks for the paper containers made by the Mono Service Company. A group of these containers is shown below

are the automatic printing and cutting machines designed and manufactured by the Chambon Corporation. One leading manufacturer of advertised packaged food products has twenty-two of these Chambon machines in operation at their plant. Notable, also, among the several large installations of these is that at the Mono Service Company plant in Newark, N. J.

The Mono Service Company manufacture paper containers for packaging ice cream, cheese, milk, cream, etc. At the time it entered this field more than twenty years ago there was little existing demand for this type of food container. Machines for filling the paper containers had not been developed. Food product manufacturers were not enthusiastic over this new method of packaging.

As one of the pioneers in its field, the company met and overcame many difficulties. Every time a new customer was secured it was necessary to manufacture the machinery required for filling and capping the paper container. The production of the container itself was

All of these presses had the disadvantage that they were intermittently fed, slow and inaccurate in register. Production was not of continuous straight line type. Die-cutting was a separate and added operation.

Four years ago the company installed twelve Chambon printing units. The (*Continued on page 81*)



Paper containers printed and die-cut on Chambon machines

# ORCHIDS



*from the*  
**DALE ESTATE**

*Protected* during shipment with

**T**HE Dale Estate, Ltd., of Brampton, Ontario, Canada, one of the largest growers of orchids in the world, uses KIMPAK to protect fragile petals from damage and scratching when flowers are in transit. They have found that KIMPAK adequately protects the delicate blossoms, and that the orchids reach their customers in perfect condition, as lovely as the day they left the Dale Estate.

KIMPAK is a soft, resilient crepe wadding that comes in rolls, sheets, and pads of various thicknesses to fit every need. It is free of dirt, grit or other foreign substances. Not only will it protect fine finishes, but it will

minimize breakage during shipment.

Because it is easily applied, KIMPAK saves time, labor and money in packing. The customers receive your product in excellent condition, and avoid the handling of messy material.

KIMPAK can now be had backed with glassine in a wide variety of colors. Manufacturers of cosmetics and other products which must be attractively packed will find this new form of KIMPAK especially useful.

Let KIMPAK help you get and hold your customers, save you time and money in packing and reduce shipping damage. Mail the coupon for samples and costs.

**Kimpak**  
REG. U.S. PAT. OFF. & FOREIGN COUNTRIES  
**CREPE WADDING**

MAIL COUPON BELOW SAMPLE 

*Established 1872*

**KIMBERLY-CLARK CORPORATION**

**NEENAH, WISCONSIN**

8 South Michigan Ave., Chicago

122 East 42nd Street, New York

510 West 6th Street, Los Angeles

SEPTEMBER, 1934

79



## FROM BEAN TO BEVERAGE

(Continued from page 48) of vacuum, but it is many times faster than the older type vacuum machine. It will handle 200 or more cans per minute in perfect synchronization with the weighing machine. All mechanical movements of the machine are driven by compressed air. This greatly reduces the possibility of breakage due to jammed cans.

While used at the present time for vacuumizing coffee, the Sani-Fresh machine is capable of canning many other products. It will successfully handle fruits, vegetables, meats, soups, fish and various other foodstuffs, in the packing of which it is imperative to eliminate air before sealing, or to introduce a preservative gas after the air has been eliminated.

In the conventional method of hot packing, entire reliance is placed on steam to drive out the air from the space above the contents of cans, and, whereas, a partial low vacuum is obtained, an amount of air always remains in the can and in the food content. If the final cooking and sterilization process is incomplete or ineffective, fermentation develops through bacteriological action and creates a gas which causes the can to swell and contaminated food results.

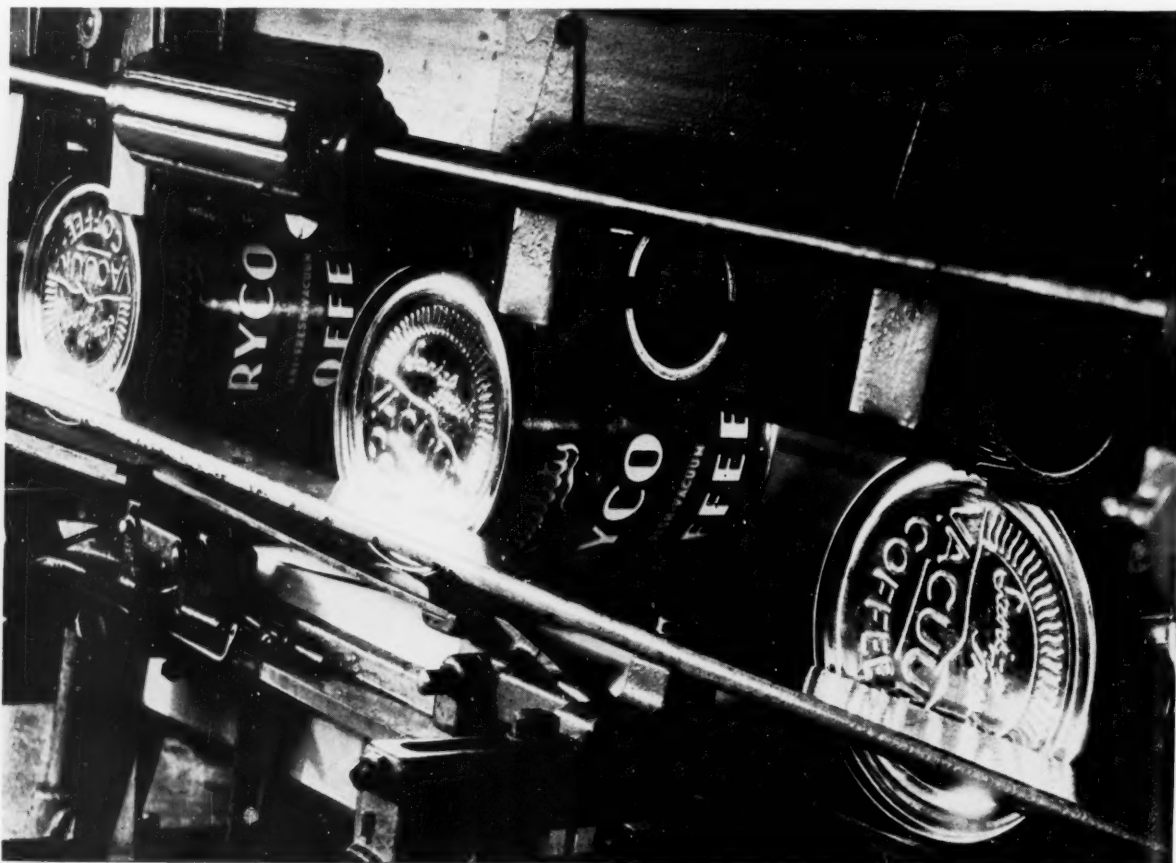
With the Ryan progressive vacuum packing process, not only is the air in the space above the contents re-

moved, but it is likewise withdrawn from the food itself. Removal of air from both container and product before sealing permits lower temperature application during the cooking and sterilization process and results in a more delectable packed quality. Colors are more natural and, most important of all, the food content is preserved in a state entirely uncontaminated by oxygen. The period of preservation is, consequently, greatly extended.

The packing industry is progressive. Improvements in processes and methods are constantly and religiously sought. In the course of progress, new equipment regularly must replace the old. A consuming public, growing more discerning with each new generation must be served. And, no matter whether the vacuum pack or the preservative gas pack becomes the pack of the future, the importance of the Sani-Fresh packing machine to the entire canning industry is evident.

Sound and ingenious packing methods are the requirements of progressive manufacture. The finished product then becomes the subject for active merchandising. In pace with the rest of the Ryan developments are the distinctive labels, shown in illustration on the front cover of this issue. These labels tell their story at a glance, and are the active merchandisers for Ryan coffee. They are all lithographed and were created and produced by the (Continued on page 92)

All dressed up as they speed through the labeler, on their way to be packed for shipment



## MACHINERY—SUPPLIES

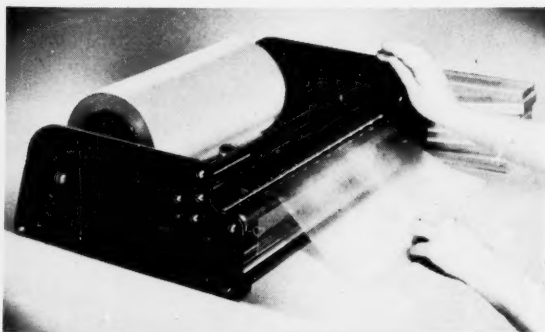
(Continued from page 78) installation was an immediate success. Today they are turning out the bulk of their production on these high-speed automatic machines which print and die-cut the container blanks ready to be made up into finished containers.

It is interesting to watch one of these Chambon units in operation in the Mono Service plant. A roll of paper is placed on the reel carrier at one end of the machine. The paper web travels through the machine in a straight line, receiving an impression from each printing unit in turn. When the web reaches the die-cutting units, the printed blanks are stamped out in counted packets. Little or no attention is required by the operator. All it is necessary to do is to keep each machine supplied with paper and ink and to remove the finished work. The printed, die cut blanks are then allowed to dry and then fed into a forming machine which makes up the containers. In some cases the finished container is dipped in wax to make an airtight seal. Filling and capping are all done by the customer with special machinery developed for this purpose by Mono Service Company.

Similar installations are used in the Compagnie Francaise "Mono Service" at Roubaix, France, and by Mono Containers, Ltd., London, England.

## FOR FAST HANDWRAPPING

A NEW and different labor-saving device that will also economize on time, effort, and waste in handwrapping operations is offered in the Wrapade hand sheeter with gluing attachments, manufactured by the Wrapade Machine Company, 215 Central Ave.,



Newark, N. J. This is a small sturdily built, hand-operated machine that holds a roll of wrapping material—plain or printed Cellophane, Sylphrap, Kodapak, Protectoid and similar materials, either plain or moisture-proof—always in readiness so that the operator can pull out and cut a sheet to any required length—with or without a glue seam—in an instant. This device is said to be universal in its application for handwrapping shirts, candy pieces, paper rapkins, stationery, combs, brushes, paper cups, sheets, handkerchiefs, cartons, jars, etc.

# Which type PACKAGE Should You Use?

Is your container the right type? Is your package modern in appearance and utility? Every package needs a periodical check-up to keep it abreast of the times.

Too much trouble you say? Then you have never used Wurzburg Brothers Packaging Service.

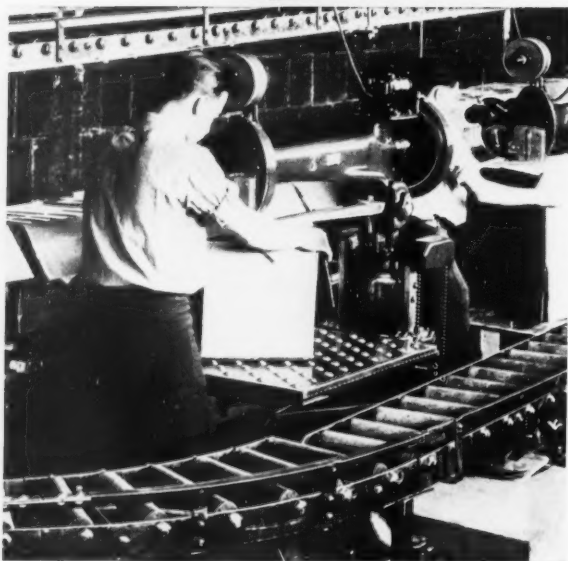
We are a complete source of supply for every type of container and modern package designs. We analyze your package for safety of contents—for convenience of use—for eye appeal to your logical market—for display and advertising value.

There is no trouble or expense. Send us your complete package for analysis. We will recommend the correct type of container—submit finished color sketches for design improvement—and stand ready to supply you with your complete package or any part of your package—container, closure or label.

This service is yours for the asking. Why not use it?

All packages\* shown supplied by Wurzburg Brothers.  
\*Batterton package cap and label only.

**WURZBURG BROTHERS**  
PACKAGING SERVICE . . . MEMPHIS, TENN.



## — CAN SAVE YOU MONEY IN THREE WAYS—

● Acme Silverstitch, for stitching fibre boxes, saves you money—but it does more than that. It also gives you a better looking stitching job.

Consider these features from the standpoint of both economy, and quality—

Acme Silverstitch keeps cartons free from rust blemishes. It often permits the elimination of protection liners. It keeps inside packages rust-free too. This is due to the heavy, galvanized finish of Silverstitch.

Stitching can be steadier throughout the day, because Silverstitch comes in full weight, one-piece, 5 and 10 lb. coils. Fewer stops to replace coils, with Silverstitch.

Stitching can be faster and smoother. The method of manufacturing Silverstitch produces a wire that is extremely accurate for width, thickness and temper.

In these three ways, Acme Silverstitch saves money, and at the same time does a better stitching job. Try it. You'll like it—as countless other shippers do.

SIZES: .103" width—.014", .017", .020", .023", and in the .060" width—.024", .0205".

**ACME STEEL COMPANY** 

GENERAL OFFICES: 2843 ARCHER AVENUE, CHICAGO, ILL.

Branches and Sales Offices in all Principal Cities

Its operation requires no particular skill or training—it fits easily into almost any wrapping hook-up—and replacement of the roll or change of size requires but a minute of the operator's time. A saving of from 5 to 15 per cent in wrapper size is said to be possible because the glue seam is mechanically applied closer to the edge. Elimination of the use of a glue pot and brush saves time ordinarily lost in picking up sheets from stack. From 10 to 25 per cent is said to be saved in wrapping material by enabling the manufacturer to buy his wrapping material in rolls instead of in sheets.

Wrapade hand sheeters with gluing attachments are built in three standard sizes to handle any width rolls of wrapping material up to ten, fifteen, and twenty inches. Machines to handle rolls wider than twenty inches are built to order.

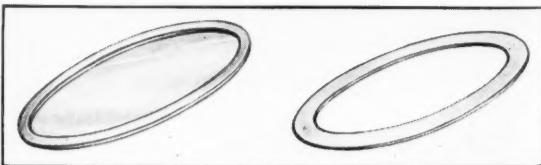
## FOR CREAM AND POWDER JARS

A decided innovation in closures for cream and powder jars is offered in the Kep-Ark hinged cap recently announced by Kep-Ark, Inc., 462 Boylston St., Boston, Mass. The several features

of this closure are such as to recommend its use by manufacturers who desire a simple means of displaying their products and at the same time affording a protection for them while in the store. Through the use of this hinged cap, the customer also gains certain advantages.



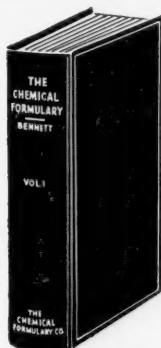
As may be seen from the accompanying illustrations the closure consists of three parts: the hinged cap and re-seal cover, re-seal ring and ring window. The complete assembly is also shown in open and closed positions. A flip of the finger and the hinged cap opens, showing through the window of transparent cellulose the color and texture of the product for inspection. Closed, and the jar is returned to stock in perfect condition. Easy, clean access to contents and no mislaid cover are points which favor the customer.



# THE CHEMICAL FORMULARY

FIRST EDITION VOL. 1.

An up-to-the-minute  
collection of  
Practical Formulae



Not a revised edition  
But a completely  
New Book

More than 600 Pages  
(5½ x 8½)

**A CONDENSED COLLECTION** of valuable, timely, practical formulae for making thousands of products in all fields of industry.

**A BOON FOR:** Chemists, Engineers, Technical Workers, Purchasing Agents, Executives, Instructors, Sales Managers, etc.

**IT BRIDGES THE GAP BETWEEN THEORY AND PRACTICE**

**WHAT IS IT WORTH** to have at your finger tips actual practical commercial formulae for making thousands of different useful products for your own use or resale.

**ONE FORMULA MAY BE WORTH HUNDREDS OF DOLLARS**

**MORE THAN SIXTY INDUSTRIAL CHEMISTS, PROFESSORS and TECHNICIANS**, in many branches of industry have cooperated to make this the most

modern work available, not just another book of recipes.

To assist readers there is included a number of announcements of chemical advisers, suppliers of special raw materials, equipment, containers, etc. Also an addenda of trade names in the Chemical Industry.

**These are a few of the formulae**

Abrasives	Fireproofing
Adhesives	Food Specialties
Alloys	Glazes
Anti-freezes	Glues
Anti-Rusts	Insecticides
Antiseptics	Inks
Bakelite-Coatings	Lacquers
Bearing Metals	Liquors
Beverages	Metals
Bleaches	Oils
Boiler Compounds	Paints
Candles	Permanent Wave Fluids
Carbon-Electric	Pharmaceuticals
Carbon-Paper	Pigments
Celluloid	Plastics
Cement	Polishes
Colors	Printing
Cordials	Resins, Synthetic
Cosmetics	Roofing Compositions
Crayons	Rosin Emulsions
Decolorizing	Rubber
Dental-Wax	Rust Proofing
Deodorizing	Sealing Wax
Depilatories	Shellac
Dyeing	Shoe Dressing
Electrotyping	Sizings
Emulsions	Soaps
Embalming Fluid	Solvents
Enamels	Varnishes
Explosives	Waxes, Synthetic
Extracts	Weed Killers
Felt	Whiskies
Fertilizers	

**CHEMICAL PUBLISHING CO.**

1450 Broadway  
New York City

Enclosed find \$6.00 for which please send me one copy of Chemical Formulary

Name.....

Company.....

City and State.....

Orders from outside of U.S.A. must be accompanied by draft for \$6.50 which includes postage.



## A Pill's-grim Progress!



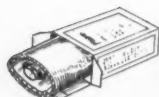
With 99 others, this little bearer of Good, for Humanity, is put in a light-proof bottle . . .



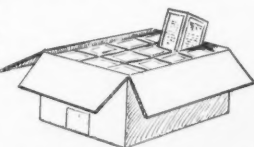
And then the bottle is supplied with adhesive, in the sticky job of labeling . . .



Then, to keep the bottle from breaking, it is wrapped into a piece of corrugated paper . . .



Then the wrapped bottle is packed into a lithographed, folding carton, to hold the wrapping in place . . .



Then the carton is packed with 12 others into a box . . .



MEANWHILE, the Boss is worrying about the High Cost of Overhead, Labor and Sales!

----- 'Till he finds he can pack 100 pills into an unbreakable, labeled-when-made bottle, ready for sale.

And he can slip a dozen into a carton and save the price of costly but needless labor and protective wrapping; and ship them at postage rates only a fraction of former parcel costs, in

**HYCOLOID**  
UNBREAKABLE—COLORFUL  
— LABELED-WHEN-MADE —  
**CONTAINERS**



*Profit by packing products practically!*  
— send for samples —

**HYGIENIC TUBE & CONTAINER CO.**  
42 Avenue L, Newark, N. J.

The Kep-Ark hinged cap can be adapted to any standard jar, the same as any other threaded cap. No special molds or fittings of any kind are required. It may be attached by hand or machine. When the package is purchased, the ring window may be easily removed and a special filler ring automatically continues the seal perfectly. The cover contains a special seal ring and, when closed, the contents are instantly and completely re-sealed.

A manufacturer's crest or trade mark, directions or advertisement placed on the inner side of the hinged cover are clearly displayed every time it is opened. Various designs or finishes, as applied to the caps are possible.

## COLD PACK BEER PACKAGE

A CARTON said to have five times the insulating value attained in the ordinary package has just been announced by the Sutherland Paper Company, Kalamazoo, Mich. "The cold pack carton," says L. W. Sutherland, president, "is now being used successfully by the Berghoff Bros. Brewery, Inc., in merchandising their Hoffbrau Beer. By



actual test Cold Pack has kept beer at a palatable temperature for two to three hours with the thermometer hovering around 90 degrees."

The insulating material is the same as General Motors uses in their automatic bodies to keep out heat, cold, and sound. Cold Pack is not intended as a shipping container. Its prime function is one of sales service to the consumer in order to increase the demand for bottled beer by keeping it at a palatable temperature without use of artificial refrigerants. It is so sturdily constructed that it can be used to transport bottles several times.

Salem Glass Works, Salem, N. J., recently became a subsidiary of the Anchor Cap Corporation, the parent holding company of Capstan Glass Company and Anchor Cap & Closure Corporation. Thus, Salem now is associated with Capstan Glass Company of Connells-

# Choose ATTRACTIVE CARTON COLORS from the **RIDGELO COLOR SELECTOR**



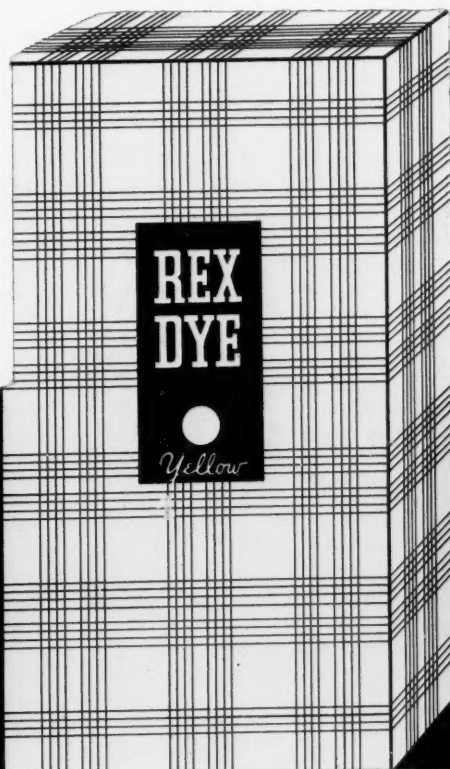
The new RIDGELO Color Selector shows two ink shades on each stock color. These carefully chosen inks may be tested with any of the other stock colors, giving a wide range of possible combi-

nations. The plans apply to RIDGELO stock colors—thus making three-color effects in two printings.

Write us for a copy of this guide or ask your boxmaker for one.

**Ridgelo**  
CLAY COATED LITEFAST

FOLDING  
BOXBOARD



This carton design is lithographed in two colors, brown and blue.

The sketch on this page shows the preferred two colors on RIDGELO Clay Coated Folding Boxboard, Canary D.L.-.016.

The stock is Ridgelo Clay Coated Folding Boxboard Canary D.L.-.016.

Made at  
**RIDGEFIELD, NEW JERSEY by LOWE PAPER COMPANY**

REPRESENTATIVES: W. P. Bennett & Son, Toronto — A. E. Kellogg, St. Louis — MacSim Bar Paper Co., Chicago

PACIFIC COAST DISTRIBUTORS: Blake, Moffitt & Towne — Zellerbach Paper Co.

## CUSTOMERS WON'T USE A SPY-GLASS TO FIND



Display racks for drug store merchandise have to be good; this field, they told us, was overworked. But the Union Steel Displays shown here succeeded in boosting sales even in drug stores.

The desire to buy is created by presenting your products in a neat appealing manner. Union Displays make customers want to reach out and take one. Let us study your sales problem with you. We may have already overcome a similar sales resistance for other distributors.



*Union Racks, for example this successful aspirin display, convince even druggists that a little counter or floor space used in the right way will pay for itself many times over.*



*Stairstep Counter and Window Display for bottled goods that economizes space and makes your product stand out prominently.*



*How often Druggists are asked "Do you have greeting cards?" (Answer) "Yes over on that table." On the table is an assortment of boxes laid flat that might just as well contain hot water bottles. This Union Greeting Card Rack will sell cards to tooth paste and shaving cream buyers.*

Write for a fully illustrated circular and quotations.

# UNION STEEL PRODUCTS Co.

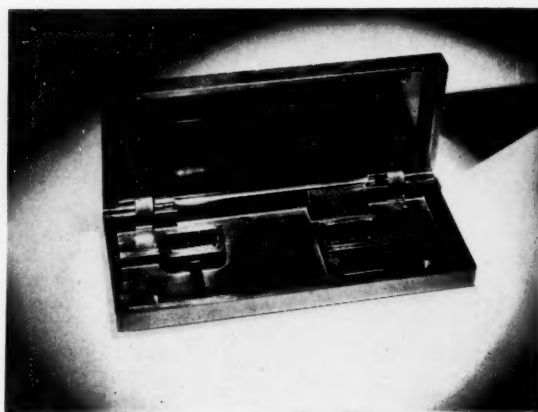
521 BERRIEN STREET

ALBION, MICH.

## UNION DISPLAY RACKS

ville, Pa., as well as Anchor Cap & Closure Corporation of Long Island City.

By combining the Salem line of glassware with that of Capstan, the Anchor organization is enabled to present through these two companies a complete line of glassware for all types of uses—for pharmaceuticals, cosmetics, foods of all kinds, carbonated beverages, wines, liquors, beer, general purpose and specialties. The Salem organization will remain practically unchanged. J. Dale Dilworth, president and majority stockholder of Salem Glass Works for a great many years, remains as president of Salem and also becomes a director of the parent company.



Now it's of molded plastic. Boxes such as this are used by Brown & Sharpe Manufacturing Company for precision instruments. The company's name and trade mark are stamped on the cover in gold. Handsome in appearance and of lasting quality, this container offers an outstanding advantage. It is molded by Norton Laboratories, Inc., of black phenol resin.

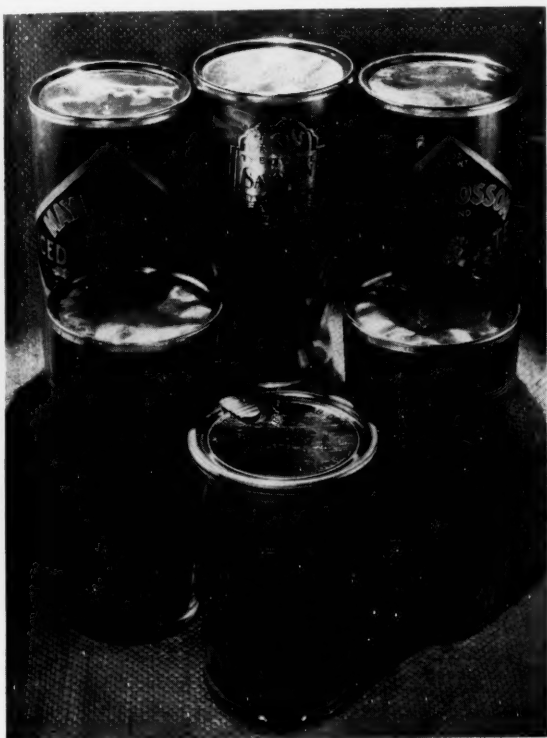
## INDUSTRIAL DESIGN AND THE FUTURE

To look directly at existing difficulties, to indicate some standards of appraising the things that are produced industrially, and to point out the good of industrial production, both in what has and can be achieved, are the expressed efforts of Geoffrey Holm in his book "Industrial Design and the Future" recently published by The Studio Limited of London.

While the author refers to his book as "a challenge to the producer," actually its message extends beyond this. Both text and illustrations will prove of value to students of design, to manufacturers and to numerous others who have not fully sensed the importance of design as applied to our every-day life. In this volume, Mr. Holm analyzes the essentials, considers the needs of industry; the means of supplying them and how these means could be improved. Training, education, organization; the capacity of the machine, and the place of the designer in industry are each subjected to searching analysis. His views, which are based on personal experience and on the results of extensive inquiry are original, controversial, but, above all, practical. Obtainable at \$7.50 per copy from The Studio Publications, Inc., 381 Fourth Ave., New York.

## REUSE TUMBLERS WITH CONVENIENT CLOSURES OFFER ADVANTAGE IN TEA PACKAGING

TEA packed in glass has been added to the line of several firms who have felt the need for a more appealing method of packaging tea than was offered in the time-honored cardboard containers. The new packages are dainty, thin-blown tumblers ideally suited for reuse after their original contents are gone. They



form practical sets for table service, offering an incentive for the housewife to buy them in quantity.

As may be seen in the accompanying illustration, both teaballs and loose tea may be packed in this manner. The tops are aluminum, some of them being made of foil, while others are of the "Goldy" variety, equipped with "tear-down" tabs to make removal easy. The labels are styled in the modern manner in harmony with the containers. They are easily removed with soap and water, leaving the tumblers bright and ready for use.

### REUSABLE—FOR BUILDING ADDITIONAL SALES

(Continued from page 61) thing in packaging, that they had a definite reusability, that they had a very real appearance and feel of quality and, finally, that with the newer colors, they could be made extremely dramatic—and the consumers of this country buy merchandise that has eye-appeal.



## Check These Four Advantages Against Your Present Containers

1. **LIGHTWEIGHT**—LUSTEROID Containers are one-fifth the weight of glass.
2. **UNBREAKABLE**—no expensive protective packaging needed with LUSTEROID.
3. **DECORATED IN COLORS**—LUSTEROID calls for no expensive labelling or labels.
4. **LOW COST**—plus packing, labelling, breaking and transportation savings make LUSTEROID Containers far cheaper to use than any others.

Write us for samples, or send us a sample of your present package. We will return your product repackaged in a suitable LUSTEROID Container and accompanied by full information.

## LUSTEROID

CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Silcock-Miller Company

10 PARKER AVENUE, WEST  
SOUTH ORANGE NEW JERSEY



First we attempted to purchase a box but there was no plastic box on the market that we considered was sufficiently attractive. We attempted to purchase a design, but here again we could not seem to get what we wanted. Then we decided to turn our own designing staff loose on the problem and see what they could develop, for we insisted on getting a package that would be so different, so dramatic and, finally, so lovely that it would pull our merchandise out from under the counter and would immediately entice a woman who saw it to say, "What's this?"

We finally produced a design that we considered acceptable—one that would do the job the way we wanted it done. We checked up on prices and found that a single box would not be prohibitive although it more than doubled the cost of our old pasteboard box. We found that one size of box would hold substantially 75 per cent of all the pieces we wanted it to hold. We regretted that the balance of the line could not be packaged in a plastic box but we refused to let this deter us from going ahead.

We realize that we have made a daring experiment. It is possible that we have saddled on ourselves permanently a higher cost of packaging. We believe, however, that we have high spotted our merchandise in the store in the cheapest possible way. We believe that we will get a much larger percentage of the gift business than we have formerly obtained. In other words, we believe that we have done the right thing.

## COMBINES MODERN APPROACH WITH AMERICAN TRADITION

(Continued from page 58) use of these facilities—to correctly interpret and create those packages which would serve their needs and meet present-day merchandising standards. That this condition was not fully appreciated was evident in most of the packages which were exhibited on dealers' shelves—and are still to be found there. But there are hopeful signs.

Simple, it might have been, to follow the style and design in liquor packages which come to us from import sources. Among them are to be found many which satisfy our desire for containers and labels that are good to look at and, at the same time, express the excellence of quality to be found in the product. But American liquor and American drinking habits have their own traditions. And the industry is selling American liquor to an American public. Traditions which bespeak wholesomeness of product, the respectability and integrity of its manufacturer. To continue these, to establish a distinctiveness in package design which also is in keeping with modern expression and, at the same time, comply with the requirements of present-day merchandising were the expressed desires of Schenley Distributors, Inc. How well this has been carried out is exemplified in the accompanying illustrations of the recently announced packages for Old Schenley Rye. In the creation of these designs, George Sakier, art director of



*Call Upon  
Upaco Adhesive Research  
Service*

for aid in your Adhesive problems, no matter what they may be. For the Upaco Laboratories possess hundreds of formulae, at least one of which was probably developed to solve a problem identical to your own, and Upaco Research Engineers stand always ready to develop a new formula should a new problem present itself.

Upaco Adhesives are the finest these engineers can turn out. They are today meeting the exacting requirements of hundreds of box and carton plants and packagers everywhere.

**UNION PASTE CO.**  
200 BOSTON AVE MEDFORD, MASS.

UPACO ADHESIVES  
1000 GARDEN ST.  
MEDFORD, MASS.  
TELEPHONE 221-1234  
CABLE ADDRESS  
UNION PASTE CO. MEDFORD, MASS.

Schenley, has produced a package which is truly representative of the aims and substantiality of his company and accomplishes its primary purpose: emphatic eye appeal on a dealer's shelf, which is a straight-forward expression of the product it contains—aged, mellow whiskey. Besides this, Mr. Sakier has made a distinct contribution to the entire industry.

The bottle is a standard pre-prohibition whiskey bottle, a standard that has evolved from practical use and exigency to the manufacturer, in contrast to trick bottles which may have eye-appeal but which are practical neither from a manufacturer's or bar-tender's point of view and which, in their very novelty, defeat the quality that sells liquor—age. For example, the long neck makes it possible for the bar-tender to grab the bottle, and the round shoulder is the standard for easy pouring. The only change on this bottle was to write the name "Schenley" across it, thus making a standard whiskey bottle a standard Schenley bottle.

The closure is a flange cork, making it unnecessary to use a cork-screw. The viscose band cap is of pure white. This viscose band is less expensive than a regular cap, but because printing on the band is costly and unsatisfactory since it is possible to print only in one color and one size, a transparent strip has been wrapped around the white cap. This strip is pre-printed in a fine lettering. In addition, this strip protects the Government seal.

The label is in four colors, embossed. The wrapper is a shining black cylinder, with no color but the Mark of Merit. The label has been placed on the cylinder on a bias, and its position is consistent with the natural movement of wrapping it around the cylinder. This position is disturbing and lends a sense of movement which attracts attention. The various layers of the package are more colorful as one unwraps them. The shipping case, for example, is the least colorful, and the bottle itself the most colorful—this being both because the shipping case is to be thrown away and because the dramatic moment is naturally the bottle.

In each shipping case in the Old Schenley group is placed one counter display which can also be used as a customer gift carton. This is a completely self contained display. Using an arch saying "Bottled in Bond" makes this a perfect counter set-up, while with its shining attractive package it is a completely wrapped gift.

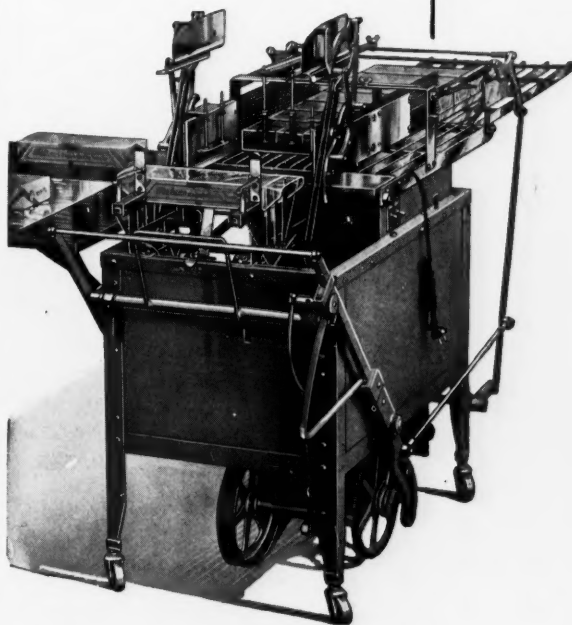
There are indeed hopeful signs for improved designs in liquor packages. The new Old Schenley package definitely points the way. And a new, rejuvenated Rip Van Winkle takes the place of the old!

Materials used in the Old Schenley Rye packages were supplied by the following companies:

Bottles: Owens-Illinois Glass Company  
Labels: Consolidated Lithographing Corporation  
Closures: Armstrong Cork & Insulation Company  
Sylphseal caps: Sylvania Industrial Corporation  
Protectoid strips: Package Paper Company  
Tissues: Consolidated Lithographing Corporation  
Cylinders: Consolidated Lithographing Corporation  
Shipping Cases: Container Corporation of America  
Displays: Shampain, Citron and Clark

DOWN GO COSTS

WHEN I START TO  
WRAP CELLOPHANE!



**E**VEN when used but a few hours a day, the Miller Semi-Automatic Wrapping Machine has repeatedly provided such economies as to pay for itself within a few short months. It is particularly suited to the wrapping and heat sealing of cellophane or waxed paper on packages of crackers, cookies, cake, paper napkins, coffee, tea, candy, cosmetics, creams, etc. Simple in operation, it may be quickly adjusted to a wide range of sizes. It operates at a speed up to 600 or more packages per hour with one operator, or 1000 or more with two operators. Send us a sample of your package and we will return it wrapped and sealed by the Miller. Write for circular.

**MILLER WRAPPING &  
SEALING MACHINE CO.**

14 South Clinton Street, Chicago



## BOSTITCH STAPLES can solve your unusual problem

Bostitch Staples and Bostitch Staplers can make it easy for your product to gain display and counter space, to win sales. Whereas many other methods of achieving display space and product protection tend to spoil the effect of the product or the container—the Bostitch method emphasizes the importance of the product, the staple itself being hardly noticeable. Bostitch Stapling machines and Bostitch Staples are today securing added sales for hundreds of products—ranging from the customary small bottle stapled to a card to such unusual items as the Fife and Jews Harp here shown. Bostitch Staples are assuring to all these products their proper and prominent display space.

Bostitch Staples are bringing both products and sales messages into direct visibility at the point of sale and providing dual freedom—from breakage and from theft. Most important, Bostitch Staples achieve these much desired effects at an extremely low cost.

Mail the coupon below for full information or send us your present package so that we may show you, on your own product, how Bostitch can help solve your fastening problems.



*Bostitch Sales Company*

East Greenwich, R. I.

Please send descriptive folders on Bostitch fastening and merchandising methods.

MP-9-34

Name.....  
Address.....  
City..... State.....

## PACKAGE IDENTIFICATION AND PROTECTION

(Continued from page 76) National Emergency Council, and other critics now on the war-path, is that, as matters stand today, there is no uniform, authoritative meaning for the supplementary package handles which are supposed to signal grade, class or species. "Fancy," "Select," "Choice," "Prime," "Special" "A I," "Blue Ribbon," "Red Label," "Gold Seal," "Firsts," etc., may mean anything that the conscience and the ritual of the individual packager desires to impute. Even the new Government "standards" for canned goods—evolved with so much hurrah under the McNary-Mapes Act of a few years ago—have, in a sense, fallen down. Because these wide-belted classifications are in terms of "minimums" of quality and there is no way to acquaint the consumer with the gradations of quality within a general quality zone.

**S**ALVATION for packagers, facing an aroused public sentiment, may well be found in the direction of individual or private supplementary specification. Some of the shrewdest experts in marketing hold that no plan of package-marking can ever be devised that will break down to buy-and-run consumers the full and intimate details of commodity specification. These realists hold that it will be up to the packager to roll his own, in addition to complying with whatever general rules of the game may be framed.

That the packaging wind is already setting in the direction of this sort of self-expression is shown by the efforts of leading packagers to beat-the-gun with informative labeling comprehensible to all hands, even to servants, illiterates, foreigners and children. The outstanding examples of this school of simplified spelling are to be found in the new package models of firms such as Libby, McNeill & Libby, which have turned to pictures to make the food package not only articulate but directly eloquent. Package pictures chronicle the number of beets in a can, or the exact size of the green peas in the receptacle. Other packagers are, of their own accord, following the example of the pioneers of "dated" coffee, and affixing a package footnote designed to enable a check-up by the purchaser on the freshness, flavor or seasonal origin of the contents.

**C**OLOR sequence in packaging is a matter of technical manners that is being brought very much to the fore as a part of the current discussion of informative labeling. It is claimed that a situation little short of chaotic exists in the attunement of package color to commodity quality and that something should be done to bring all color-users into step to the end that the public may be made intelligently and dependably color-conscious and discriminating in proportion.

Here is the trouble. Packager A, with a stepped or quality-terraced line to identify, adopts a scheme whereby his Blue package signifies first quality; his Red number is second quality, and the Yellow or Orange

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fixture rates third in the scale. So far, so good, until his neighbor, Packager B, through accident or design, scrambles the colors, giving first place to the Red cover and the second to the Blue. For a long time, the Yellow ribbon was almost invariably assigned to thirds, but latterly Green has been requisitioned in some instances for the third level and Yellow or Orange has been demoted to the fourth landing. To make matters worse, certain jobbers, splitting up their territory among exclusive distributors, have switched the color sequences in adjoining areas in order to avoid competitive embarrassment.

All of which has recruited a little band of serious thinkers sworn to include in the reform program an authoritative order of precedence for colors. The situation in the beverage trade, it might be added, is an additional spur to action. Strategists in packaging contend that there should be some agreement whether Gold Seal or Silver Stripe ranks highest or whether we are in for an era of bimetalism in packaging as well as in current coin of the realm.

**M**UST industry provide its own registration for its packages? If packagers were to engage, this autumn, in an ask-me-another contest, this poser should be entitled to a place high in the roster of riddles. It is a conundrum that come to packagedom, not so much from its own inspiration as by reason of the trend in a number of design dependent industries. Within the past few months, any number of leading

producers of goods that sell on appearance—jewelry, textiles, and toys, to mention a few—have set up inter-industrial machinery to prevent the duplication of original, exclusive, creative designs.

As so many captains of packaging know to their sorrow, there are serious limitations in the present facilities for package design protection. A package cannot be registered as a trade mark for its contents. A design patent may be obtained only at the price of time, red tape, and a considerable money outlay. There is no copyright blanket that will completely envelope a package. And so on.

Worst of all, though, from the standpoint of package design security, is the fact that there is no compulsory system for the deposit in one place of package designs. Consequently no complete muster roll, or search-file of "live" package designs. And, in further consequence, no place nor no method whereby a budding packager may ascertain conclusively whether his package hunch is really and truly his own, and his alone, or whether his bright idea for a package novelty is actually beyond his reach because he has been anticipated by an earlier inventor.

When the idea of the one-industry, self-contained, design registration bureau was first developed, packaging folks saw little in the object lesson. They assumed that mutual insurance for package designs might be all very well within a limited industrial circle. But how could it be worked in so vast and many-sectored a field as that of modern packaging, extending as it does over



## IDEAL BOTTOM STITCHER

### ● This high speed DOESN'T TIRE HIM » » »

Average operators staple 200 to 300 bottoms per hour without fatigue on the latest Ideal Bottom Stitcher. Three positions of a single treadle control the work. Manual operations are cut 50 per cent. This fool-proof machine forms its own staples, requires no skilled mechanical attention. Mail the coupon for free bulletin.

Ideal Stitcher & Mfg. Co.  
100 Fourth Street, Racine, Wis.

Send free Bulletin No. M-9  
telling about Ideal Stitchers.

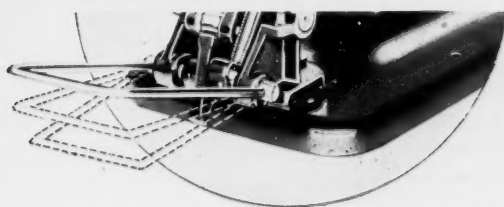
Name .....

Position .....

Company .....

Address .....

#### NEW LABOR-SAVING TREADLE



## KIEFER VARI-VISCO FILLING MACHINE

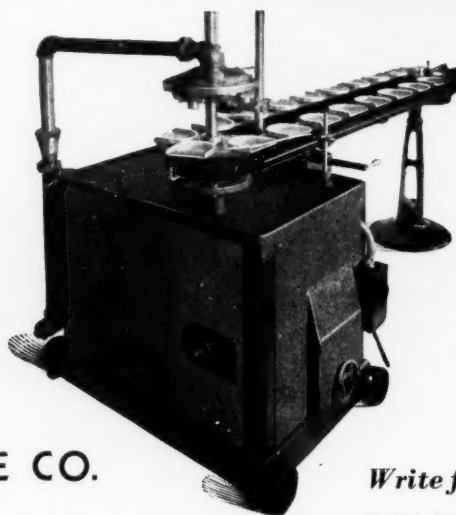
No matter whether it's cold cream . . . or apple butter . . . or baby food or any one of 50 other semi-fluid products, this new Vari-Visco does a FAST,\* CLEAN, AMAZINGLY ACCURATE job.



\*In a mustard plant, 45 to 70 jars a min.  
\*In a lard factory, up to 100 cans a min.

Submit your filling problems to the Kiefer organization. Let us show you what the Vari-Visco or one of our complete line of filling machines will do in *your* plant. No matter what your record of filling, no matter what equipment you have, it will pay you to investigate all that Kiefer has to offer you. . . .

Learn why this 35-year-old company is called upon so often to handle intricate problems for representative manufacturers throughout the nation.



### THE KARL KIEFER MACHINE CO. CINCINNATI

P. Jorgensen  
311 California St.  
San Francisco

A. J. Sterling  
225 Broadway, Room 1209  
New York, N. Y.

T. C. Kelly  
222 W. Adams St.  
Chicago

M. C. Finn  
10 High St.  
Boston, Mass.

Write for  
**CATALOG**

scores of commodity boundaries? That objection held valid for quite a while, but lately packagers have been given pause by the sight of what has been done under the leadership of the textile industry. Here, behold, a design registration bureau which was started as a clearing house for a single trade line, expanding in scope until it certifies design priorities for a whole group of industries, some of them but distantly related to one another.

**M**ORE haste, the less speed, is an adage that is to be borne in mind when seeking to establish I-saw-it-first rights in a package form or title. That makeshift packaging for the sake of staking a legal claim is a dubious expedient is proved by the outcome of a recent contest between the Fortune Tobacco Company and the Axton-Fisher Tobacco Company. The basic issue was monopoly of use of the trade slogan "Twenty Grand" as an identification of packaged cigarettes. But, in determination of name-rights, the arbiters at the U. S. Department of Commerce probed the packaging background and found there considerations that swayed their ultimate decision.

The Patent Commissioner decided, on appeal, that Axton-Fisher was not entitled to register "Twenty Grand" because that firm had not established a trade mark use of the term prior to adoption and use of the same nickname by the Fortune company. It was claimed that Axton-Fisher had done the first packaging

of cigarettes under the brand. But when the Federal umpire examined closely the circumstances of that early packaging he uncovered faults or shortcomings that sealed the fate of the claimant. Especially was it damning that the early units "were not packaged in the usual way." The individual cigarettes in each package were not marked. The label on the package did not conform to package conventions. Most serious of all, the cartons "were improvised clumsy affairs" wholly unlike the types of packages customary in the trade. All of which served to convict the luckless party of having "conspired" to obtain valuable rights by an unwarranted short cut in packaging.

### FROM BEAN TO BEVERAGE

(Continued from page 80) United States Printing & Lithographing Company.

There are nine individual distinctive designs, each label standing on its own merit in its locality, as will be noted in the discussion of the Ryan sales policy. Each is modern in color and treatment without being modernistic. They are bold readers, and each makes a good display, both by itself and in groups. The colors are clear and brilliant with good eye appeal, without offending esthetic sensitivities. The color effect is brought out by varnishing, which imparts a glossy newness and "freshness" to the label, indicative of the freshness of the contents.

As would be expected, the sales policy of the Ryan Coffee Corporation is in step with its manufacturing process. Having developed coffee roasting and packaging to its highest degree; having reduced overhead costs to the irreducible minimum, by scientific development of the vacuum packing machine and the new type of can which still further reduces first cost, all of this saving is passed on to the distributor and through him to the ultimate consumer. Geared up to volume output, the Ryan Coffee Corporation is content with small profits, often repeated. Again savings are passed on to the distributor and consumer. Being in the coffee roasting business and not in promotional activity, the Ryan Corporation passes this function on to the distributor. The very reasonable price, at which the Ryan Coffee Corporation is able to supply a high quality product, allows each of Ryan's distributors a sufficient margin of profit in competition with other brands to warrant him doing his own promotion.

Exclusive sales are made through brokers in carefully selected key centers to distributors who will be amply protected in their own territories against encroachment or overlapping of other distributors. This applies, of course, only to the Ryan factory brands. Many popular and widely known private labels are being regularly packed for the largest and most active distributors throughout the United States. The benefits, therefore, of all these developments are being placed entirely to the advantage of their distributors.

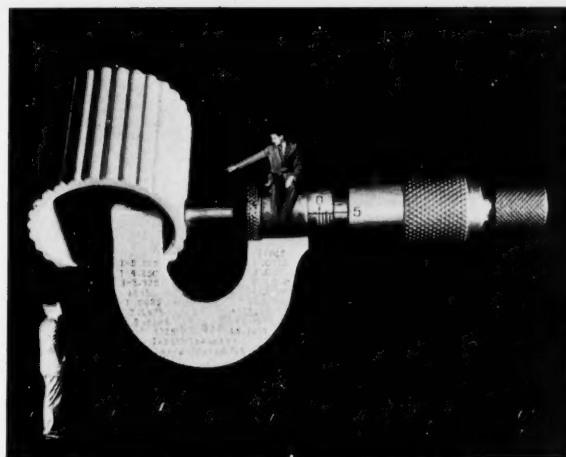
Concerning the sales policy of the Ryan Coffee Corporation, W. Miles Ryan, president, has this to say: "It is our belief that, with the aid of our new equipment, we have succeeded in achieving a vacuum-packed coffee of outstanding merit and quality, at a sufficient saving in cost to enable us to price and sell it with such reasonableness as to insure fine merchandising possibilities to the largest food distributors in the country.

"Our prices will be competitive. Sales will be made to the trade through brokers in selected centers throughout the United States, who will, in turn, select and appoint distributors for exclusive brand sales in their territories.

"Each distributor will be assigned: (1) a high-grade brand of the finest quality blended coffee; (2) a fine quality brand of blended Brazil coffee, which will be a popular-priced seller. We believe there is a definite demand for both. Other brands will be assigned for sale exclusively through chain stores and similar organizations without conflict or interference with brands already assigned to jobbing distributors.

"We will also pack the private labels of our distributors.

"We have established for ourselves a policy of *strict adherence to manufacture* rather than *promotion*. It is our program to keep our costs low and to place our products in the hands of distributors who are capable of promotion through their own organization rather than through our advertising efforts. To accomplish this we shall leave a margin of profit to distributors that will be sufficiently attractive, after distribution



## WALL STRENGTH

Is an important point for the consideration of buyers of Plastic Caps. The walls of Wheeling Caps are strongest where the stress is greatest.

## WHEELING STAMPING COMPANY

Factory: Wheeling, W. Va.  
B. E. Stover, Sales Manager

Representative: Geo. K. Diller  
90 W. B'way, New York

# Findley's ADHESIVES

## HOLD FAST

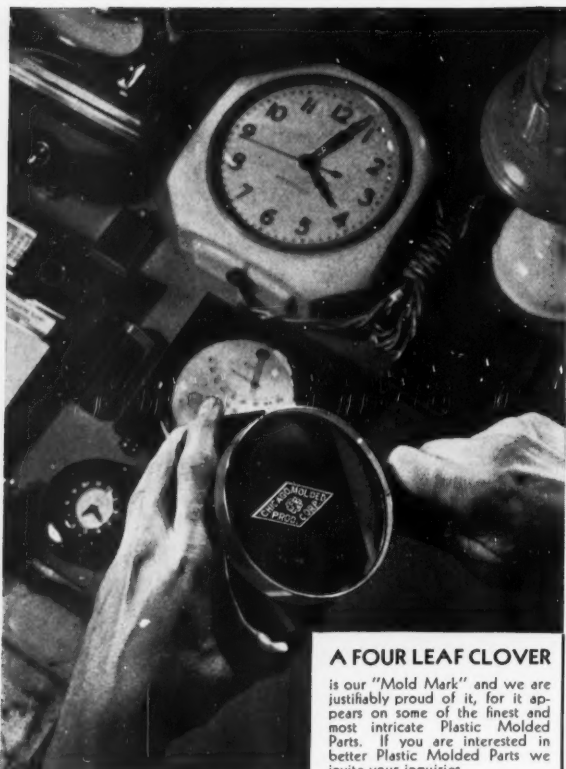
New uses for vegetable adhesives are found continually, and a review of the properties of Findley's pastes, glues, and gums, and how these have already been adapted to various industrial applications, may be suggestive of how a vegetable adhesive can serve you.

Write us your problems now!

*The F. G. Findley Co.*  
MANUFACTURERS OF *Findley's* PASTES, GLUES & GUMS  
1243 NORTH TENTH ST.  
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F. G. Findley Co. JAMES Q. LEAVITT HILL BROS. CHEMICAL CO.  
Agents: 1523-27th St. 2159 Bay St.  
Ogden, Utah Los Angeles





#### A FOUR LEAF CLOVER

is our "Mold Mark" and we are justifiably proud of it, for it appears on some of the finest and most intricate Plastic Molded Parts. If you are interested in better Plastic Molded Parts we invite your inquiries.

**CHICAGO MOLDED PRODUCTS CORP.**  
2142 Walnut St. Chicago, Ill.

## SPECIALISTS

*in the manufacture of*

### CAN & BOTTLE CLOSURES



LET us quote you on your requirements. Hundreds of dies and molds available for Lead and Tin Collapsible Tubes, Aluminum and Nickel Plated Cork Tops, Polished Coppered Can, Sprinkler Tops, Screw Caps, Aluminum & Colored Zinc Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. Over 75 years' experience in meeting the needs of packagers. Call upon us for aid.

**Consolidated Fruit Jar Company**  
New Brunswick • New Jersey

and promotion costs have been accounted for. We shall not encourage 'special sales' and 'sales-at-a-loss' in order to secure temporary and unstable volume, which we believe to be wasted effort. This applies particularly to highly advertised and competitive items like coffee, which cannot continue to bear the cost and show a profit."

THE Ryan equipment and processes described in the foregoing article are being fully protected by patents.—EDITOR.

## A SALES STIMULANT FOR RUGS

(Continued from page 40) chandise. In this connection, two important elements came under consideration:

First, that women seldom buy a rug at first sight. Thus, if the manufacturer of Gulistan rugs could offer for sale a small sized rug, identical in weave with the large sized rug, it would serve as a live sample of the company's merchandise in the home; second, was the presentation of this sample rug in such a form as to induce immediate and enthusiastic sale. And, as a logical and intelligent solution of both these problems, the rug package evolved.

Mr. Jensen designed the first package for the Karagheusian company. This package was so admirably executed that it received one of the awards of 1931 of the Art Directors' Club. It was 19 in. X 5 in. in dimension, rectangular in shape, finished in red with gold lettering; gold striping outlined all the sides.

The success of this package has been an outstanding one. Many thousands have been sold, particularly in department stores where it has had an excellent acceptance on the main floors as well as in the regular rug departments. During the Christmas season, its sales have been unusually gratifying. Nor have the sales been confined to the rug departments of department stores or other normal outlets. Reports have reached the Gulistan manufacturers that during the Christmas season these rug packages have been sold in drug stores.

Department store heads and buyers have made checks on sales and state definitely that purchasers of the Bijou packaged rugs have come back to purchase the regular size rugs. Where the Bijou package has been purchased as a gift, the recipient becomes a potential Gulistan rug customer. Thus, the rug package has more than justified itself and has now become a vital and integral part of the advertising and merchandising scheme of the Gulistan manufacturers.

This year a new Gulistan weave has been produced for the regular size rug, and therefore a new Bijou size rug is being manufactured, and for this the new package has been designed. At the opening of the rug season, on July 9, 1934, at the Textile Building, New York, where buyers from all over the country appear, the new Bijou rug package was shown for the first time and was enthusiastically received. This package makes its appearance on the market this fall.

# 69

## Waterproof Liquid Glue

holds paper labels to tin cans or steel drums under extreme conditions of moisture and temperature. Not affected by dampness, freezing temperatures or sweating of metal containers.

Its adhesive power is shown by tests on labeled cans immersed in water at 80° F. for seventeen hours, then dried in an oven 175° F. for five hours, without the labels loosening or wrinkling.

Effective for sticking heavy lithographed or varnished labels to any lacquered or painted metal surfaces. If you are having trouble with labels coming off just try No. 69—it will hold where other glues fail. Write for sample.



Ask for Bulletin, "WILLIAMSON Cold Odorless Adhesives"—a complete line of sealing and labeling glues, including adhesives for transparent cellulose products.

**WILLIAMSON  
GLUE AND GUM WORKS**

2323 W. 18th St., Chicago, Ill.



● Of course, you're coming to Chicago's World Fair . . . and one of the most comfortable hotels in the heart of Chicago is the Bismarck . . . next door to the principal theatres and shops . . . on direct bus line to the Fair Grounds.

● You will enjoy the many conveniences in the spacious rooms, and the delicious food in the air-cooled dining rooms.

Write for World's Fair booklet and map of Fair Grounds.

Outside rooms with bath, \$3.50 up.

Rooms without bath, \$2.50.

**BISMARCK HOTEL  
CHICAGO**

Randolph  
at LaSalle

## A TALK ON PROFITS

by: *Ad Hesive*

**AD SAYS:** STAR wrapping composition

for the paper box trade requires no preliminary preparation. It can be melted right in the glue pot, prevents warping and blistering, and is sold at a very interesting price.

Our Star non-warp glue is for the same purpose and, because of its high concentration, is very economical.

The Star line includes adhesives for every type of packaging work.



**BINGHAM BROTHERS  
COMPANY**

(Founded 1849)

*All Kinds of Rollers and Adhesives*

**406 PEARL ST., NEW YORK**



ROCHESTER, N. Y.  
980 Hudson Ave.

PHILADELPHIA, PA.  
521 Cherry St.

BALTIMORE, MD.  
131 Colvin St.

## "FILMA-SEAL"

(the double seal of cap and film)

Do you have a sealing problem in your packaging?

We are prepared to prove that the GUTMANN C. T. Cap and "FILMA-SEAL" either in the clear FILM or Type J (TAMPER-PROOF SEAL) is not only the solution of your problems but the most hermetic seal in your experience.

**Prevents Leakage and Evaporation  
Is a GUARD against COUNTERFEITING**

Cap may be printed with a warning to purchaser not to accept if inner seal is broken or tampered with.

*Used on many Nationally known  
advertised products*

**FERDINAND GUTMANN & CO.  
BROOKLYN, N. Y.**

Established 1890

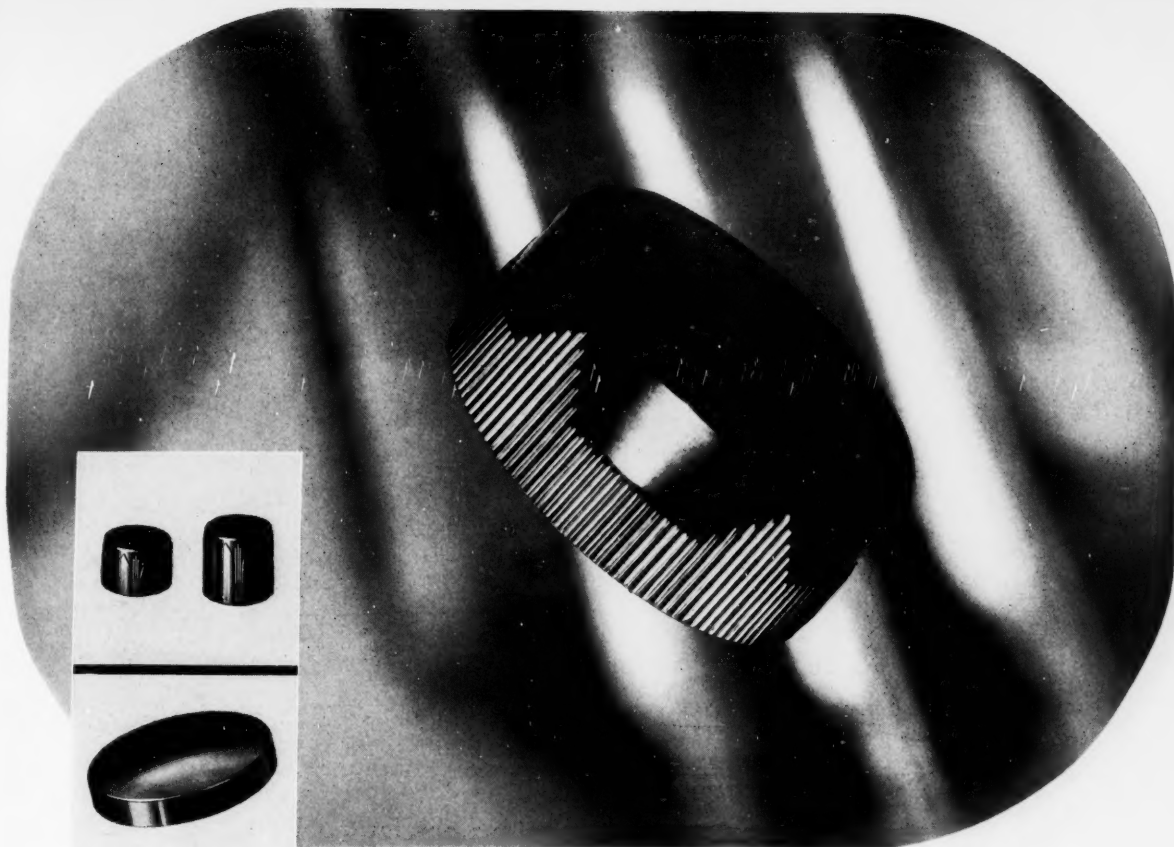
U. S. Patent & Pats. Pending—Trade Marks Reg.



# INDEX OF ADVERTISERS



ACME STEEL CO.	82
ALUMINUM CO. OF AMERICA	73
AMERICAN CAN CO.	18
ANCHOR CAP & CLOSURE CORP.	97
BAKELITE CORP.	24
BINGHAM BROS. CO.	95
BISMARCK HOTEL	95
BOSTITCH SALES CO.	90
BROOKS & PORTER, INC.	Inside Front Cover
CHEMICAL PUBLISHING CO.	83
CHICAGO CARTON CO.	10
CHICAGO MOLDED PRODUCTS CORP.	94
CHICAGO PRINTED STRING CO.	9
COLTON CO., ARTHUR	6
CONSOLIDATED FRUIT JAR CO.	94
CONTAINER CORP. OF AMERICA	21
CONTINENTAL CAN CO.	22-23
CROWN CORK & SEAL CO.	19
DEJONGE & CO., LOUIS	Insert 20-21
DENNISON MANUFACTURING CO.	63
DOBECKMUN CO., THE	32
DEXTER FOLDER CO.	8
FERGUSON CO., J. L.	20
FINDLEY CO., F. G.	93
GENERAL PLASTICS, INC.	Inside Back Cover
GUTMANN & CO., FERDINAND	95
HAMPDEN GLAZED PAPER & CARD CO.	Insert 8-9
HEEKIN CAN CO.	71
HYGIENIC TUBE & CONTAINER CO.	84
IDEAL STITCHER & MANUFACTURING CO.	91
ILLINOIS CARTON & LABEL CORP.	7
KALAMAZOO VEGETABLE PARCHMENT CO.	4
KIEFER MACHINE CO., KARL	92
KIMBERLY-CLARK CORP.	79
KRAUSE, INC., RICHARD M.	74
LEVEY CO., INC., FREDERICK H.	Insert 4-5
LOWE PAPER CO.	85
LUSTEROID CONTAINER CO., INC.	87
McLAURIN-JONES CO.	27
METAL PACKAGE CORP.	17
MICHIGAN LITHOGRAPHING CO.	28
MILLER WRAPPING & SEALING MACHINE CO.	89
NATIONAL METAL EDGE BOX CO.	29
NATIONAL PACKAGING MACHINERY CO.	16
OWENS-ILLINOIS GLASS CO.	Center Spread of Special 8 Page Insert
PACKAGE MACHINERY CO.	77
PHOENIX METAL CAP CO.	1
PNEUMATIC SCALE CORP., LTD.	5
REDINGTON CO., F. B.	3
RESINOX CORP.	69
REYNOLDS METALS CO., INC.	Insert 90-91
RIEDEL PAPER CORP.	67
RITCHIE & CO., W. C.	98
ROYAL & CO., THOMAS M.	11
RUECKERT MANUFACTURING CO.	26
STEINBACH & SONS, A. D.	15
STOKES MACHINE CO., F. J.	25
STOKES & SMITH CO.	65
SURFACE PRODUCTS CO., INC.	12-13
TOLEDO SYNTHETIC PRODUCTS, INC.	Back Cover
UNION PASTE CO.	88
UNION STEEL PRODUCTS CO.	86
U. S. AUTOMATIC BOX MACHINERY CO., INC.	16
U. S. PRINTING & LITHOGRAPH CO., THE	Insert 28-29
WARNER BROS. CO.	14
WHEELING STAMPING CO.	93
WHITE CAP CO.	31
WILLIAMSON GLUE & GUM WORKS	95
WURZBURG BROTHERS	81



## ANCHOR MOLDED CAPS TAKE MANY FORMS

*Let's assume that you like the gleaming, marble-like surface of molded caps and would like to use them on your packages. Assuming that, there still remain three questions you need to ask:*

**(1) WILL THE CAPS I SELECT SEAL SATISFACTORILY?** The answer to perfect sealing lies in the tight, even contact made by the liner with the top of the container. Molded caps made by Anchor are scientifically designed to draw the liner firmly against the top of the glass finish. In addition, they assure the presence of a liner in every cap—the liner retaining ledge and liner recess holding liners securely in place.

**(2) CAN I GET A TYPE OF CAP SUITABLE FOR MY CONTAINER AND PRODUCT?** Look at the different styles of Anchor Molded Caps illustrated here; the Standard Bottle Cap above, and to the left (reading from top to bottom) Medium and Tall Bottle Caps, Jar

Caps, caps for nipple and dropper tube, for dauber, for quill brush, for glass applicator rod. They come in all commonly used sizes and in a number of standard or special colors.

**(3) HOW ABOUT AN EXCLUSIVE PRIVATE DESIGN TO HARMONIZE WITH THE LINES AND DECORATIVE EFFECT OF MY PACKAGES?** Anchor makes a specialty of privately designed caps with any type of external design, including trade-marks, emblems, names, or other wording molded in the tops, if desired.

\* \* \*

*Let us know your needs and desires in molded caps, for there is every likelihood that one of Anchor's standard styles or a special design will satisfy you from the twin standpoints—both of appearance and of sealing efficiency. We will be glad to give you full information, or submit designs on request...and without obligation.*

**ANCHOR CAP & CLOSURE CORPORATION**  
LONG ISLAND CITY, N. Y. TORONTO, CAN.

Branch Offices: ATLANTA • BOSTON • CHICAGO • CLEVELAND • DETROIT  
HOUSTON • LOS ANGELES • LOUISVILLE • MONTREAL • NEW YORK • PHILADELPHIA • PITTSBURGH • ROCHESTER • SAN FRANCISCO • ST. LOUIS • TORONTO

# ANCHOR MOLDED CAPS

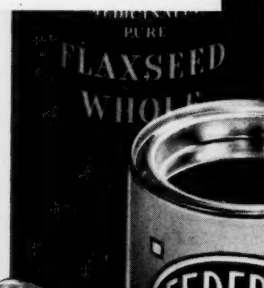




*Individuality*



It ultimately costs *less* to buy Ritchie cans or boxes than it does to purchase an inferior grade. With a Ritchie container, you can be sure of *individuality* and *distinction*—two sales producing qualities which cannot be overlooked in the selection of your package.



*Distinction*

## W. C. RITCHIE and COMPANY

PAPER BOXES

CHICAGO

ALLIED PRODUCTS

NEW YORK

FIBRE CANS

Akron • Cincinnati • Detroit • Minneapolis • St. Paul • Los Angeles • Nashville • Louisville • Memphis



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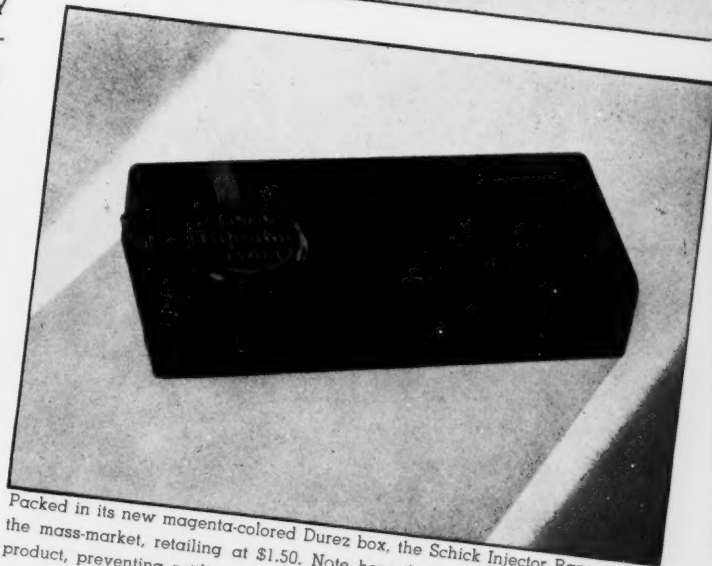
# PACKAGES SELL WHEN THEY'RE MOLDED OF DUREZ!

A PACKAGE can be merely a container—or it can be a useful, appealing, "added attraction" that swings the sales your way. This Schick razor box is one of the latter.

Because it's light, compact, smoothly finished and impervious to soap and water—this Schick razor box will sell a Schick razor to many a man who is tired of stained, rusty boxes or containers that rapidly go to pieces; tired, too, of plush linings that get messy the moment water hits them. This new box has a permanent look that appeals to men and women alike.

No matter what you make, there's probably some way in which Durez can give you more appealing, faster-selling packages. Durez' many advantages are: It won't chip, rust or peel. Its smooth, good looking finish is permanent and its colors are integral. It is structurally strong, yet light in weight. It is chemically inert . . . no matter what you pack in it, Durez will not affect the contents or be affected by it.

Write us today—tell us what you make—and let us show you how other manufacturers in many fields have profited by the use of Durez for packages, displays and actual products. There's no obligation at all. General Plastics, Inc., 357 Walck Road, North Tonawanda, N. Y.



Packed in its new magenta-colored Durez box, the Schick Injector Razor enters the mass-market, retailing at \$1.50. Note how the box is molded around the product, preventing rattling, keeping things tidy.

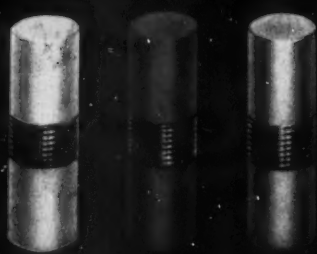
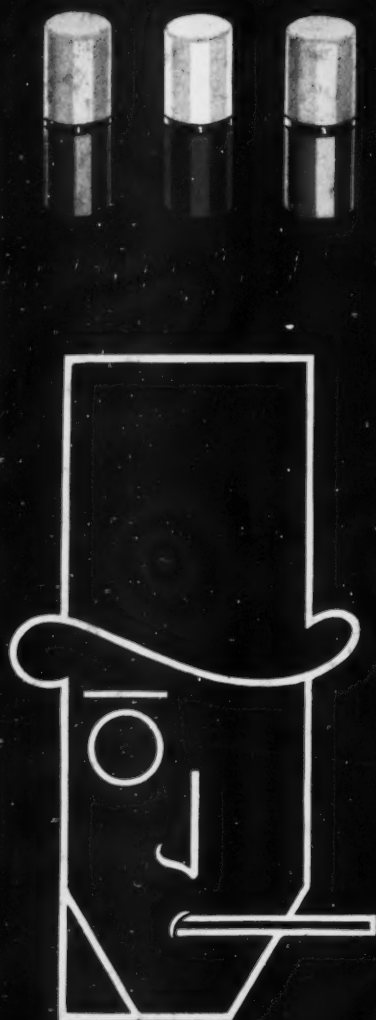
## DO YOU PACK —→

## LIQUIDS? CREAMS? SALVES? ROUGE?

If you do, you can make your packages more appealing with Durez, in the form of caps, jars and containers of all sorts. Note these new applications for molded plastics, how appealing they are—and visualize your product packed in a smart, modern molded Durez container. Tell us your problems and what you're aiming at, and we'll gladly make suggestions.







Flameless  
Lighters

# In PLASKON'S

translucent reds... blues... greens... yellows,

## FLAMELESS GLOLITES

*show their colors  
to the buying public!*

THE glamor of color in infinite variety, the magic of flameless light, give to the Glolite Lighter the dual appeal of smart appearance and perfect performance.

As compact as a lipstick, Glolite, by a unique mechanism, provides instant, unfailing, flameless light for smokers.

Available in fascinating color combinations, Glolite attracts by its richness of tone. Infallible and convenient in operation, it holds the favor its glowing beauty wins!

When Platinum Products Company decided to enter the popular price market with Glolite, they wanted to lend the force of color to the sales appeal of this lighter.

Testing... experimenting... testing again... they found that PLAS-

KON best answered all their requirements!

PLASKON'S COLOR BEAUTY is apparent at a glance at the wide range of rich, translucent tones available in this molding compound.

PLASKON MEETS ALL TESTS for strength and durability.

PLASKON IS ODORLESS, alcohol-, and grease-resisting.

And because PLASKON lends itself readily to molding procedure, is an inspiration to designers in its color gamut, PLASKON is coloring the appeal of packages, containers, fixtures and display stands in many businesses.

Consult the free services of our Technical and Designing Staffs to learn what PLASKON can do for you.

TOLEDO SYNTHETIC PRODUCTS, INC.  
TOLEDO, OHIO